

Global Period Panties (Menstrual Underwear) Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Period Panties (Menstrual Underwear) market size was valued at USD 328.6 million in 2023 and is forecast to a readjusted size of USD 2522.6 million by 2030 with a CAGR of 33.8% during review period.

Panties in American English (typically called knickers in British English) are a form of underwear usually worn by women for Cross-dressing or for other reasons. Most of period panties provide leak-proof protection; some can actually be worn instead of a pad or tampon.

North America is the largest consumption place, with a consumption market share nearly 50%. Following Europe is the second largest consumption place with the consumption market share of about 30%. Key period panties (menstrual underwear) participant Include THINX, Knixwear, Modibodi, Dear Kate, Ruby Love and Aisle. THINX is the largest player, with about 30% market share in global. In terms of product, brief is the largest segment, with a share over 80%. And in terms of application, the largest application is women (25-50), followed by girls (15-24).

The Global Info Research report includes an overview of the development of the Period Panties (Menstrual Underwear) industry chain, the market status of Women (25-50) (Brief, Boyshort), Girls (15-24) (Brief, Boyshort), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Period Panties (Menstrual Underwear).

Regionally, the report analyzes the Period Panties (Menstrual Underwear) markets in

key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Period Panties (Menstrual Underwear) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Period Panties (Menstrual Underwear) market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Period Panties (Menstrual Underwear) industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Brief, Boyshort).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Period Panties (Menstrual Underwear) market.

Regional Analysis: The report involves examining the Period Panties (Menstrual Underwear) market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Period Panties (Menstrual Underwear) market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Period Panties (Menstrual Underwear):

Company Analysis: Report covers individual Period Panties (Menstrual Underwear) manufacturers, suppliers, and other relevant industry players. This analysis includes

studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Period Panties (Menstrual Underwear) This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Women (25-50), Girls (15-24)).

Technology Analysis: Report covers specific technologies relevant to Period Panties (Menstrual Underwear). It assesses the current state, advancements, and potential future developments in Period Panties (Menstrual Underwear) areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Period Panties (Menstrual Underwear) market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Period Panties (Menstrual Underwear) market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Brief

Boysshort

Hi-Waist

Others

Market segment by Application

Women (25-50)

Girls (15-24)

Major players covered

THINX

Knixwear

Modibodi

Dear Kate

Ruby Love

Aisle

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Period Panties (Menstrual Underwear) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Period Panties (Menstrual Underwear), with price, sales, revenue and global market share of Period Panties (Menstrual Underwear) from 2019 to 2024.

Chapter 3, the Period Panties (Menstrual Underwear) competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Period Panties (Menstrual Underwear) breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Period Panties (Menstrual Underwear) market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Period Panties (Menstrual Underwear).

Chapter 14 and 15, to describe Period Panties (Menstrual Underwear) sales channel, distributors, customers, research findings and conclusion.

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