

Global Sanitary Napkin for Feminine Care Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GA9E19B3D11EN.html>

Date: January 2024

Pages: 131

Price: US\$ 3,480.00 (Single User License)

ID: GA9E19B3D11EN

Abstracts

According to our (Global Info Research) latest study, the global Sanitary Napkin for Feminine Care market size was valued at USD 28950 million in 2023 and is forecast to a readjusted size of USD 36470 million by 2030 with a CAGR of 3.3% during review period.

A sanitary napkin, sanitary towel, sanitary pad, menstrual pad, or pad is an absorbent item worn by women while menstruating, recovering from vaginal surgery, for lochia (post-birth bleeding), after an abortion, or in any other situation where it is necessary to absorb a flow of blood from the vagina.

This report studies the Sanitary Napkin for Feminine Care market, only covers the Disposable Sanitary Napkin, and not covers the Cloth Sanitary Napkin.

Global Sanitary Napkin for Feminine Care key players include Procter & Gamble, Kimberly-Clark, Unicharm, Hengan, etc. Global top four manufacturers hold a share about 35%.

Asia-Pacific is the largest market, with a share over 60%, followed by Europe and North America, both have a share about 30 percent.

In terms of product, Daily Use is the largest segment, with a share about 70%. And in terms of application, the largest application is Supermarket, followed by Convenience Store, Online Sales, etc.

The Global Info Research report includes an overview of the development of the

Sanitary Napkin for Feminine Care industry chain, the market status of Supermarket (Daily Use Feminine Care Napkin, Night Use Feminine Care Napkin), Convenience Store (Daily Use Feminine Care Napkin, Night Use Feminine Care Napkin), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Sanitary Napkin for Feminine Care.

Regionally, the report analyzes the Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care 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 (M Units), revenue generated, and market share of different by Type (e.g., Daily Use Feminine Care Napkin, Night Use Feminine Care Napkin).

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 Sanitary Napkin for Feminine Care market.

Regional Analysis: The report involves examining the Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care market. This may include estimating market growth rates, predicting market demand, and identifying

emerging trends.

The report also involves a more granular approach to Sanitary Napkin for Feminine Care:

Company Analysis: Report covers individual Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different Sales Channels (Supermarket, Convenience Store).

Technology Analysis: Report covers specific technologies relevant to Sanitary Napkin for Feminine Care. It assesses the current state, advancements, and potential future developments in Sanitary Napkin for Feminine Care areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Sanitary Napkin for Feminine Care 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

Sanitary Napkin for Feminine Care market is split by Type and by Sales Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value.

Market segment by Type

Daily Use Feminine Care Napkin

Night Use Feminine Care Napkin

Market segment by Sales Channel

Supermarket

Convenience Store

Online Sales

Others

Major players covered

Procter & Gamble

Kimberly-Clark

Unicharm

Johnson & Johnson

Hengan

Kingdom Healthcare

Essity

Kao Corporation

Jieling

Edgewell Personal Care Company

Elleair

KleanNara

Ontex International

Bjbest

Corman SpA

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 Sanitary Napkin for Feminine Care product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Sanitary Napkin for Feminine Care, with price, sales, revenue and global market share of Sanitary Napkin for Feminine Care from 2019 to 2024.

Chapter 3, the Sanitary Napkin for Feminine Care competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Sanitary Napkin for Feminine Care 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 sales channel, with sales market

share and growth rate by type, sales channel, 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 Sanitary Napkin for Feminine Care market forecast, by regions, type and sales channel, 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 Sanitary Napkin for Feminine Care.

Chapter 14 and 15, to describe Sanitary Napkin for Feminine Care sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Sanitary Napkin for Feminine Care
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global Sanitary Napkin for Feminine Care Consumption Value by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Daily Use Feminine Care Napkin
 - 1.3.3 Night Use Feminine Care Napkin
- 1.4 Market Analysis by Sales Channel
 - 1.4.1 Overview: Global Sanitary Napkin for Feminine Care Consumption Value by Sales Channel: 2019 Versus 2023 Versus 2030
 - 1.4.2 Supermarket
 - 1.4.3 Convenience Store
 - 1.4.4 Online Sales
 - 1.4.5 Others
- 1.5 Global Sanitary Napkin for Feminine Care Market Size & Forecast
 - 1.5.1 Global Sanitary Napkin for Feminine Care Consumption Value (2019 & 2023 & 2030)
 - 1.5.2 Global Sanitary Napkin for Feminine Care Sales Quantity (2019-2030)
 - 1.5.3 Global Sanitary Napkin for Feminine Care Average Price (2019-2030)

2 MANUFACTURERS PROFILES

- 2.1 Procter & Gamble
 - 2.1.1 Procter & Gamble Details
 - 2.1.2 Procter & Gamble Major Business
 - 2.1.3 Procter & Gamble Sanitary Napkin for Feminine Care Product and Services
 - 2.1.4 Procter & Gamble Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.1.5 Procter & Gamble Recent Developments/Updates
- 2.2 Kimberly-Clark
 - 2.2.1 Kimberly-Clark Details
 - 2.2.2 Kimberly-Clark Major Business
 - 2.2.3 Kimberly-Clark Sanitary Napkin for Feminine Care Product and Services
 - 2.2.4 Kimberly-Clark Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

- 2.2.5 Kimberly-Clark Recent Developments/Updates
- 2.3 Unicharm
 - 2.3.1 Unicharm Details
 - 2.3.2 Unicharm Major Business
 - 2.3.3 Unicharm Sanitary Napkin for Feminine Care Product and Services
 - 2.3.4 Unicharm Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.3.5 Unicharm Recent Developments/Updates
- 2.4 Johnson & Johnson
 - 2.4.1 Johnson & Johnson Details
 - 2.4.2 Johnson & Johnson Major Business
 - 2.4.3 Johnson & Johnson Sanitary Napkin for Feminine Care Product and Services
 - 2.4.4 Johnson & Johnson Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 Johnson & Johnson Recent Developments/Updates
- 2.5 Hengan
 - 2.5.1 Hengan Details
 - 2.5.2 Hengan Major Business
 - 2.5.3 Hengan Sanitary Napkin for Feminine Care Product and Services
 - 2.5.4 Hengan Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 Hengan Recent Developments/Updates
- 2.6 Kingdom Healthcare
 - 2.6.1 Kingdom Healthcare Details
 - 2.6.2 Kingdom Healthcare Major Business
 - 2.6.3 Kingdom Healthcare Sanitary Napkin for Feminine Care Product and Services
 - 2.6.4 Kingdom Healthcare Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Kingdom Healthcare Recent Developments/Updates
- 2.7 Essity
 - 2.7.1 Essity Details
 - 2.7.2 Essity Major Business
 - 2.7.3 Essity Sanitary Napkin for Feminine Care Product and Services
 - 2.7.4 Essity Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.7.5 Essity Recent Developments/Updates
- 2.8 Kao Corporation
 - 2.8.1 Kao Corporation Details
 - 2.8.2 Kao Corporation Major Business

- 2.8.3 Kao Corporation Sanitary Napkin for Feminine Care Product and Services
- 2.8.4 Kao Corporation Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.8.5 Kao Corporation Recent Developments/Updates
- 2.9 Jieling
 - 2.9.1 Jieling Details
 - 2.9.2 Jieling Major Business
 - 2.9.3 Jieling Sanitary Napkin for Feminine Care Product and Services
 - 2.9.4 Jieling Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 Jieling Recent Developments/Updates
- 2.10 Edgewell Personal Care Company
 - 2.10.1 Edgewell Personal Care Company Details
 - 2.10.2 Edgewell Personal Care Company Major Business
 - 2.10.3 Edgewell Personal Care Company Sanitary Napkin for Feminine Care Product and Services
 - 2.10.4 Edgewell Personal Care Company Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 Edgewell Personal Care Company Recent Developments/Updates
- 2.11 Elleair
 - 2.11.1 Elleair Details
 - 2.11.2 Elleair Major Business
 - 2.11.3 Elleair Sanitary Napkin for Feminine Care Product and Services
 - 2.11.4 Elleair Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.11.5 Elleair Recent Developments/Updates
- 2.12 KleanNara
 - 2.12.1 KleanNara Details
 - 2.12.2 KleanNara Major Business
 - 2.12.3 KleanNara Sanitary Napkin for Feminine Care Product and Services
 - 2.12.4 KleanNara Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.12.5 KleanNara Recent Developments/Updates
- 2.13 Ontex International
 - 2.13.1 Ontex International Details
 - 2.13.2 Ontex International Major Business
 - 2.13.3 Ontex International Sanitary Napkin for Feminine Care Product and Services
 - 2.13.4 Ontex International Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

- 2.13.5 Ontex International Recent Developments/Updates
- 2.14 Bjbest
 - 2.14.1 Bjbest Details
 - 2.14.2 Bjbest Major Business
 - 2.14.3 Bjbest Sanitary Napkin for Feminine Care Product and Services
 - 2.14.4 Bjbest Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.14.5 Bjbest Recent Developments/Updates
- 2.15 Corman SpA
 - 2.15.1 Corman SpA Details
 - 2.15.2 Corman SpA Major Business
 - 2.15.3 Corman SpA Sanitary Napkin for Feminine Care Product and Services
 - 2.15.4 Corman SpA Sanitary Napkin for Feminine Care Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.15.5 Corman SpA Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: SANITARY NAPKIN FOR FEMININE CARE BY MANUFACTURER

- 3.1 Global Sanitary Napkin for Feminine Care Sales Quantity by Manufacturer (2019-2024)
- 3.2 Global Sanitary Napkin for Feminine Care Revenue by Manufacturer (2019-2024)
- 3.3 Global Sanitary Napkin for Feminine Care Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)
 - 3.4.1 Producer Shipments of Sanitary Napkin for Feminine Care by Manufacturer Revenue (\$MM) and Market Share (%): 2023
 - 3.4.2 Top 3 Sanitary Napkin for Feminine Care Manufacturer Market Share in 2023
 - 3.4.2 Top 6 Sanitary Napkin for Feminine Care Manufacturer Market Share in 2023
- 3.5 Sanitary Napkin for Feminine Care Market: Overall Company Footprint Analysis
 - 3.5.1 Sanitary Napkin for Feminine Care Market: Region Footprint
 - 3.5.2 Sanitary Napkin for Feminine Care Market: Company Product Type Footprint
 - 3.5.3 Sanitary Napkin for Feminine Care Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Sanitary Napkin for Feminine Care Market Size by Region

4.1.1 Global Sanitary Napkin for Feminine Care Sales Quantity by Region (2019-2030)

4.1.2 Global Sanitary Napkin for Feminine Care Consumption Value by Region (2019-2030)

4.1.3 Global Sanitary Napkin for Feminine Care Average Price by Region (2019-2030)

4.2 North America Sanitary Napkin for Feminine Care Consumption Value (2019-2030)

4.3 Europe Sanitary Napkin for Feminine Care Consumption Value (2019-2030)

4.4 Asia-Pacific Sanitary Napkin for Feminine Care Consumption Value (2019-2030)

4.5 South America Sanitary Napkin for Feminine Care Consumption Value (2019-2030)

4.6 Middle East and Africa Sanitary Napkin for Feminine Care Consumption Value (2019-2030)

5 MARKET SEGMENT BY TYPE

5.1 Global Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2030)

5.2 Global Sanitary Napkin for Feminine Care Consumption Value by Type (2019-2030)

5.3 Global Sanitary Napkin for Feminine Care Average Price by Type (2019-2030)

6 MARKET SEGMENT BY SALES CHANNEL

6.1 Global Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2030)

6.2 Global Sanitary Napkin for Feminine Care Consumption Value by Sales Channel (2019-2030)

6.3 Global Sanitary Napkin for Feminine Care Average Price by Sales Channel (2019-2030)

7 NORTH AMERICA

7.1 North America Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2030)

7.2 North America Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2030)

7.3 North America Sanitary Napkin for Feminine Care Market Size by Country

7.3.1 North America Sanitary Napkin for Feminine Care Sales Quantity by Country (2019-2030)

7.3.2 North America Sanitary Napkin for Feminine Care Consumption Value by Country (2019-2030)

7.3.3 United States Market Size and Forecast (2019-2030)

7.3.4 Canada Market Size and Forecast (2019-2030)

7.3.5 Mexico Market Size and Forecast (2019-2030)

8 EUROPE

8.1 Europe Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2030)

8.2 Europe Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2030)

8.3 Europe Sanitary Napkin for Feminine Care Market Size by Country

8.3.1 Europe Sanitary Napkin for Feminine Care Sales Quantity by Country (2019-2030)

8.3.2 Europe Sanitary Napkin for Feminine Care Consumption Value by Country (2019-2030)

8.3.3 Germany Market Size and Forecast (2019-2030)

8.3.4 France Market Size and Forecast (2019-2030)

8.3.5 United Kingdom Market Size and Forecast (2019-2030)

8.3.6 Russia Market Size and Forecast (2019-2030)

8.3.7 Italy Market Size and Forecast (2019-2030)

9 ASIA-PACIFIC

9.1 Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2030)

9.2 Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2030)

9.3 Asia-Pacific Sanitary Napkin for Feminine Care Market Size by Region

9.3.1 Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity by Region (2019-2030)

9.3.2 Asia-Pacific Sanitary Napkin for Feminine Care Consumption Value by Region (2019-2030)

9.3.3 China Market Size and Forecast (2019-2030)

9.3.4 Japan Market Size and Forecast (2019-2030)

9.3.5 Korea Market Size and Forecast (2019-2030)

9.3.6 India Market Size and Forecast (2019-2030)

9.3.7 Southeast Asia Market Size and Forecast (2019-2030)

9.3.8 Australia Market Size and Forecast (2019-2030)

10 SOUTH AMERICA

10.1 South America Sanitary Napkin for Feminine Care Sales Quantity by Type

(2019-2030)

10.2 South America Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2030)

10.3 South America Sanitary Napkin for Feminine Care Market Size by Country

10.3.1 South America Sanitary Napkin for Feminine Care Sales Quantity by Country (2019-2030)

10.3.2 South America Sanitary Napkin for Feminine Care Consumption Value by Country (2019-2030)

10.3.3 Brazil Market Size and Forecast (2019-2030)

10.3.4 Argentina Market Size and Forecast (2019-2030)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2030)

11.2 Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2030)

11.3 Middle East & Africa Sanitary Napkin for Feminine Care Market Size by Country

11.3.1 Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity by Country (2019-2030)

11.3.2 Middle East & Africa Sanitary Napkin for Feminine Care Consumption Value by Country (2019-2030)

11.3.3 Turkey Market Size and Forecast (2019-2030)

11.3.4 Egypt Market Size and Forecast (2019-2030)

11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)

11.3.6 South Africa Market Size and Forecast (2019-2030)

12 MARKET DYNAMICS

12.1 Sanitary Napkin for Feminine Care Market Drivers

12.2 Sanitary Napkin for Feminine Care Market Restraints

12.3 Sanitary Napkin for Feminine Care Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Sanitary Napkin for Feminine Care and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Sanitary Napkin for Feminine Care
- 13.3 Sanitary Napkin for Feminine Care Production Process
- 13.4 Sanitary Napkin for Feminine Care Industrial Chain

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Sanitary Napkin for Feminine Care Typical Distributors
- 14.3 Sanitary Napkin for Feminine Care Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Sanitary Napkin for Feminine Care Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Sanitary Napkin for Feminine Care Consumption Value by Sales Channel, (USD Million), 2019 & 2023 & 2030

Table 3. Procter & Gamble Basic Information, Manufacturing Base and Competitors

Table 4. Procter & Gamble Major Business

Table 5. Procter & Gamble Sanitary Napkin for Feminine Care Product and Services

Table 6. Procter & Gamble Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. Procter & Gamble Recent Developments/Updates

Table 8. Kimberly-Clark Basic Information, Manufacturing Base and Competitors

Table 9. Kimberly-Clark Major Business

Table 10. Kimberly-Clark Sanitary Napkin for Feminine Care Product and Services

Table 11. Kimberly-Clark Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Kimberly-Clark Recent Developments/Updates

Table 13. Unicharm Basic Information, Manufacturing Base and Competitors

Table 14. Unicharm Major Business

Table 15. Unicharm Sanitary Napkin for Feminine Care Product and Services

Table 16. Unicharm Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. Unicharm Recent Developments/Updates

Table 18. Johnson & Johnson Basic Information, Manufacturing Base and Competitors

Table 19. Johnson & Johnson Major Business

Table 20. Johnson & Johnson Sanitary Napkin for Feminine Care Product and Services

Table 21. Johnson & Johnson Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Johnson & Johnson Recent Developments/Updates

Table 23. Hengan Basic Information, Manufacturing Base and Competitors

Table 24. Hengan Major Business

Table 25. Hengan Sanitary Napkin for Feminine Care Product and Services

Table 26. Hengan Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Hengan Recent Developments/Updates

Table 28. Kingdom Healthcare Basic Information, Manufacturing Base and Competitors

Table 29. Kingdom Healthcare Major Business

Table 30. Kingdom Healthcare Sanitary Napkin for Feminine Care Product and Services

Table 31. Kingdom Healthcare Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 32. Kingdom Healthcare Recent Developments/Updates

Table 33. Essity Basic Information, Manufacturing Base and Competitors

Table 34. Essity Major Business

Table 35. Essity Sanitary Napkin for Feminine Care Product and Services

Table 36. Essity Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 37. Essity Recent Developments/Updates

Table 38. Kao Corporation Basic Information, Manufacturing Base and Competitors

Table 39. Kao Corporation Major Business

Table 40. Kao Corporation Sanitary Napkin for Feminine Care Product and Services

Table 41. Kao Corporation Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 42. Kao Corporation Recent Developments/Updates

Table 43. Jieling Basic Information, Manufacturing Base and Competitors

Table 44. Jieling Major Business

Table 45. Jieling Sanitary Napkin for Feminine Care Product and Services

Table 46. Jieling Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 47. Jieling Recent Developments/Updates

Table 48. Edgewell Personal Care Company Basic Information, Manufacturing Base and Competitors

Table 49. Edgewell Personal Care Company Major Business

Table 50. Edgewell Personal Care Company Sanitary Napkin for Feminine Care Product and Services

Table 51. Edgewell Personal Care Company Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin

and Market Share (2019-2024)

Table 52. Edgewell Personal Care Company Recent Developments/Updates

Table 53. Elleair Basic Information, Manufacturing Base and Competitors

Table 54. Elleair Major Business

Table 55. Elleair Sanitary Napkin for Feminine Care Product and Services

Table 56. Elleair Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 57. Elleair Recent Developments/Updates

Table 58. KleanNara Basic Information, Manufacturing Base and Competitors

Table 59. KleanNara Major Business

Table 60. KleanNara Sanitary Napkin for Feminine Care Product and Services

Table 61. KleanNara Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 62. KleanNara Recent Developments/Updates

Table 63. Ontex International Basic Information, Manufacturing Base and Competitors

Table 64. Ontex International Major Business

Table 65. Ontex International Sanitary Napkin for Feminine Care Product and Services

Table 66. Ontex International Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 67. Ontex International Recent Developments/Updates

Table 68. Bjbest Basic Information, Manufacturing Base and Competitors

Table 69. Bjbest Major Business

Table 70. Bjbest Sanitary Napkin for Feminine Care Product and Services

Table 71. Bjbest Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 72. Bjbest Recent Developments/Updates

Table 73. Corman SpA Basic Information, Manufacturing Base and Competitors

Table 74. Corman SpA Major Business

Table 75. Corman SpA Sanitary Napkin for Feminine Care Product and Services

Table 76. Corman SpA Sanitary Napkin for Feminine Care Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 77. Corman SpA Recent Developments/Updates

Table 78. Global Sanitary Napkin for Feminine Care Sales Quantity by Manufacturer (2019-2024) & (M Units)

Table 79. Global Sanitary Napkin for Feminine Care Revenue by Manufacturer (2019-2024) & (USD Million)

Table 80. Global Sanitary Napkin for Feminine Care Average Price by Manufacturer (2019-2024) & (USD/K Units)

Table 81. Market Position of Manufacturers in Sanitary Napkin for Feminine Care, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023

Table 82. Head Office and Sanitary Napkin for Feminine Care Production Site of Key Manufacturer

Table 83. Sanitary Napkin for Feminine Care Market: Company Product Type Footprint

Table 84. Sanitary Napkin for Feminine Care Market: Company Product Application Footprint

Table 85. Sanitary Napkin for Feminine Care New Market Entrants and Barriers to Market Entry

Table 86. Sanitary Napkin for Feminine Care Mergers, Acquisition, Agreements, and Collaborations

Table 87. Global Sanitary Napkin for Feminine Care Sales Quantity by Region (2019-2024) & (M Units)

Table 88. Global Sanitary Napkin for Feminine Care Sales Quantity by Region (2025-2030) & (M Units)

Table 89. Global Sanitary Napkin for Feminine Care Consumption Value by Region (2019-2024) & (USD Million)

Table 90. Global Sanitary Napkin for Feminine Care Consumption Value by Region (2025-2030) & (USD Million)

Table 91. Global Sanitary Napkin for Feminine Care Average Price by Region (2019-2024) & (USD/K Units)

Table 92. Global Sanitary Napkin for Feminine Care Average Price by Region (2025-2030) & (USD/K Units)

Table 93. Global Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2024) & (M Units)

Table 94. Global Sanitary Napkin for Feminine Care Sales Quantity by Type (2025-2030) & (M Units)

Table 95. Global Sanitary Napkin for Feminine Care Consumption Value by Type (2019-2024) & (USD Million)

Table 96. Global Sanitary Napkin for Feminine Care Consumption Value by Type (2025-2030) & (USD Million)

Table 97. Global Sanitary Napkin for Feminine Care Average Price by Type (2019-2024) & (USD/K Units)

Table 98. Global Sanitary Napkin for Feminine Care Average Price by Type (2025-2030) & (USD/K Units)

Table 99. Global Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2024) & (M Units)

Table 100. Global Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2025-2030) & (M Units)

Table 101. Global Sanitary Napkin for Feminine Care Consumption Value by Sales Channel (2019-2024) & (USD Million)

Table 102. Global Sanitary Napkin for Feminine Care Consumption Value by Sales Channel (2025-2030) & (USD Million)

Table 103. Global Sanitary Napkin for Feminine Care Average Price by Sales Channel (2019-2024) & (USD/K Units)

Table 104. Global Sanitary Napkin for Feminine Care Average Price by Sales Channel (2025-2030) & (USD/K Units)

Table 105. North America Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2024) & (M Units)

Table 106. North America Sanitary Napkin for Feminine Care Sales Quantity by Type (2025-2030) & (M Units)

Table 107. North America Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2024) & (M Units)

Table 108. North America Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2025-2030) & (M Units)

Table 109. North America Sanitary Napkin for Feminine Care Sales Quantity by Country (2019-2024) & (M Units)

Table 110. North America Sanitary Napkin for Feminine Care Sales Quantity by Country (2025-2030) & (M Units)

Table 111. North America Sanitary Napkin for Feminine Care Consumption Value by Country (2019-2024) & (USD Million)

Table 112. North America Sanitary Napkin for Feminine Care Consumption Value by Country (2025-2030) & (USD Million)

Table 113. Europe Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2024) & (M Units)

Table 114. Europe Sanitary Napkin for Feminine Care Sales Quantity by Type (2025-2030) & (M Units)

Table 115. Europe Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2024) & (M Units)

Table 116. Europe Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2025-2030) & (M Units)

Table 117. Europe Sanitary Napkin for Feminine Care Sales Quantity by Country (2019-2024) & (M Units)

Table 118. Europe Sanitary Napkin for Feminine Care Sales Quantity by Country

(2025-2030) & (M Units)

Table 119. Europe Sanitary Napkin for Feminine Care Consumption Value by Country (2019-2024) & (USD Million)

Table 120. Europe Sanitary Napkin for Feminine Care Consumption Value by Country (2025-2030) & (USD Million)

Table 121. Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2024) & (M Units)

Table 122. Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity by Type (2025-2030) & (M Units)

Table 123. Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2024) & (M Units)

Table 124. Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2025-2030) & (M Units)

Table 125. Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity by Region (2019-2024) & (M Units)

Table 126. Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity by Region (2025-2030) & (M Units)

Table 127. Asia-Pacific Sanitary Napkin for Feminine Care Consumption Value by Region (2019-2024) & (USD Million)

Table 128. Asia-Pacific Sanitary Napkin for Feminine Care Consumption Value by Region (2025-2030) & (USD Million)

Table 129. South America Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2024) & (M Units)

Table 130. South America Sanitary Napkin for Feminine Care Sales Quantity by Type (2025-2030) & (M Units)

Table 131. South America Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2024) & (M Units)

Table 132. South America Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2025-2030) & (M Units)

Table 133. South America Sanitary Napkin for Feminine Care Sales Quantity by Country (2019-2024) & (M Units)

Table 134. South America Sanitary Napkin for Feminine Care Sales Quantity by Country (2025-2030) & (M Units)

Table 135. South America Sanitary Napkin for Feminine Care Consumption Value by Country (2019-2024) & (USD Million)

Table 136. South America Sanitary Napkin for Feminine Care Consumption Value by Country (2025-2030) & (USD Million)

Table 137. Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity by Type (2019-2024) & (M Units)

Table 138. Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity by Type (2025-2030) & (M Units)

Table 139. Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2019-2024) & (M Units)

Table 140. Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity by Sales Channel (2025-2030) & (M Units)

Table 141. Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity by Region (2019-2024) & (M Units)

Table 142. Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity by Region (2025-2030) & (M Units)

Table 143. Middle East & Africa Sanitary Napkin for Feminine Care Consumption Value by Region (2019-2024) & (USD Million)

Table 144. Middle East & Africa Sanitary Napkin for Feminine Care Consumption Value by Region (2025-2030) & (USD Million)

Table 145. Sanitary Napkin for Feminine Care Raw Material

Table 146. Key Manufacturers of Sanitary Napkin for Feminine Care Raw Materials

Table 147. Sanitary Napkin for Feminine Care Typical Distributors

Table 148. Sanitary Napkin for Feminine Care Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Sanitary Napkin for Feminine Care Picture

Figure 2. Global Sanitary Napkin for Feminine Care Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Sanitary Napkin for Feminine Care Consumption Value Market Share by Type in 2023

Figure 4. Daily Use Feminine Care Napkin Examples

Figure 5. Night Use Feminine Care Napkin Examples

Figure 6. Global Sanitary Napkin for Feminine Care Consumption Value by Sales Channel, (USD Million), 2019 & 2023 & 2030

Figure 7. Global Sanitary Napkin for Feminine Care Consumption Value Market Share by Sales Channel in 2023

Figure 8. Supermarket Examples

Figure 9. Convenience Store Examples

Figure 10. Online Sales Examples

Figure 11. Others Examples

Figure 12. Global Sanitary Napkin for Feminine Care Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 13. Global Sanitary Napkin for Feminine Care Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 14. Global Sanitary Napkin for Feminine Care Sales Quantity (2019-2030) & (M Units)

Figure 15. Global Sanitary Napkin for Feminine Care Average Price (2019-2030) & (USD/K Units)

Figure 16. Global Sanitary Napkin for Feminine Care Sales Quantity Market Share by Manufacturer in 2023

Figure 17. Global Sanitary Napkin for Feminine Care Consumption Value Market Share by Manufacturer in 2023

Figure 18. Producer Shipments of Sanitary Napkin for Feminine Care by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 19. Top 3 Sanitary Napkin for Feminine Care Manufacturer (Consumption Value) Market Share in 2023

Figure 20. Top 6 Sanitary Napkin for Feminine Care Manufacturer (Consumption Value) Market Share in 2023

Figure 21. Global Sanitary Napkin for Feminine Care Sales Quantity Market Share by Region (2019-2030)

Figure 22. Global Sanitary Napkin for Feminine Care Consumption Value Market Share by Region (2019-2030)

Figure 23. North America Sanitary Napkin for Feminine Care Consumption Value (2019-2030) & (USD Million)

Figure 24. Europe Sanitary Napkin for Feminine Care Consumption Value (2019-2030) & (USD Million)

Figure 25. Asia-Pacific Sanitary Napkin for Feminine Care Consumption Value (2019-2030) & (USD Million)

Figure 26. South America Sanitary Napkin for Feminine Care Consumption Value (2019-2030) & (USD Million)

Figure 27. Middle East & Africa Sanitary Napkin for Feminine Care Consumption Value (2019-2030) & (USD Million)

Figure 28. Global Sanitary Napkin for Feminine Care Sales Quantity Market Share by Type (2019-2030)

Figure 29. Global Sanitary Napkin for Feminine Care Consumption Value Market Share by Type (2019-2030)

Figure 30. Global Sanitary Napkin for Feminine Care Average Price by Type (2019-2030) & (USD/K Units)

Figure 31. Global Sanitary Napkin for Feminine Care Sales Quantity Market Share by Sales Channel (2019-2030)

Figure 32. Global Sanitary Napkin for Feminine Care Consumption Value Market Share by Sales Channel (2019-2030)

Figure 33. Global Sanitary Napkin for Feminine Care Average Price by Sales Channel (2019-2030) & (USD/K Units)

Figure 34. North America Sanitary Napkin for Feminine Care Sales Quantity Market Share by Type (2019-2030)

Figure 35. North America Sanitary Napkin for Feminine Care Sales Quantity Market Share by Sales Channel (2019-2030)

Figure 36. North America Sanitary Napkin for Feminine Care Sales Quantity Market Share by Country (2019-2030)

Figure 37. North America Sanitary Napkin for Feminine Care Consumption Value Market Share by Country (2019-2030)

Figure 38. United States Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 39. Canada Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 40. Mexico Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 41. Europe Sanitary Napkin for Feminine Care Sales Quantity Market Share by

Type (2019-2030)

Figure 42. Europe Sanitary Napkin for Feminine Care Sales Quantity Market Share by Sales Channel (2019-2030)

Figure 43. Europe Sanitary Napkin for Feminine Care Sales Quantity Market Share by Country (2019-2030)

Figure 44. Europe Sanitary Napkin for Feminine Care Consumption Value Market Share by Country (2019-2030)

Figure 45. Germany Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 46. France Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 47. United Kingdom Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 48. Russia Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 49. Italy Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 50. Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity Market Share by Type (2019-2030)

Figure 51. Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity Market Share by Sales Channel (2019-2030)

Figure 52. Asia-Pacific Sanitary Napkin for Feminine Care Sales Quantity Market Share by Region (2019-2030)

Figure 53. Asia-Pacific Sanitary Napkin for Feminine Care Consumption Value Market Share by Region (2019-2030)

Figure 54. China Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 55. Japan Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 56. Korea Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. India Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. Southeast Asia Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. Australia Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 60. South America Sanitary Napkin for Feminine Care Sales Quantity Market Share by Type (2019-2030)

Figure 61. South America Sanitary Napkin for Feminine Care Sales Quantity Market Share by Sales Channel (2019-2030)

Figure 62. South America Sanitary Napkin for Feminine Care Sales Quantity Market Share by Country (2019-2030)

Figure 63. South America Sanitary Napkin for Feminine Care Consumption Value Market Share by Country (2019-2030)

Figure 64. Brazil Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 65. Argentina Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 66. Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity Market Share by Type (2019-2030)

Figure 67. Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity Market Share by Sales Channel (2019-2030)

Figure 68. Middle East & Africa Sanitary Napkin for Feminine Care Sales Quantity Market Share by Region (2019-2030)

Figure 69. Middle East & Africa Sanitary Napkin for Feminine Care Consumption Value Market Share by Region (2019-2030)

Figure 70. Turkey Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 71. Egypt Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 72. Saudi Arabia Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 73. South Africa Sanitary Napkin for Feminine Care Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 74. Sanitary Napkin for Feminine Care Market Drivers

Figure 75. Sanitary Napkin for Feminine Care Market Restraints

Figure 76. Sanitary Napkin for Feminine Care Market Trends

Figure 77. Porters Five Forces Analysis

Figure 78. Manufacturing Cost Structure Analysis of Sanitary Napkin for Feminine Care in 2023

Figure 79. Manufacturing Process Analysis of Sanitary Napkin for Feminine Care

Figure 80. Sanitary Napkin for Feminine Care Industrial Chain

Figure 81. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 82. Direct Channel Pros & Cons

Figure 83. Indirect Channel Pros & Cons

Figure 84. Methodology

Figure 85. Research Process and Data Source

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