

Global Sanitary Napkins 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 Sanitary Napkins market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % 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.

In the Chinese market, the key manufacturers of Sanitary Napkins are Hengan, Unicharm, Procter & Gamble, Kingdom Healthcare, etc.

Among them, Hengan and Unicharm are the top two manufacturers, accounting for about 12% and 10% of the Chinese market, respectively.

In terms of product, it is mainly divided into two kinds: daily use sanitary napkins and night use sanitary napkins. The daily use sanitary napkin market account for about 66%.

Sanitary napkins are sold mainly through super/hypermarkets, convenience store, retail pharmacies, online sales and other channels. Super/hypermarkets account for the highest proportion at 39%, followed by online sales at 27%. The market share of online sales has been rising in recent years, and it is expected to gradually surpass offline sales and become the most important sales channel in the future.

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

Sanitary Napkins industry chain, the market status of Super/Hypermarkets (Daily Use, Night Use), Convenience Store (Daily Use, Night Use), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Sanitary Napkins.

Regionally, the report analyzes the Sanitary Napkins 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 Napkins market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Sanitary Napkins 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 Napkins 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, Night Use).

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 Napkins market.

Regional Analysis: The report involves examining the Sanitary Napkins 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 Napkins 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 Napkins:

Company Analysis: Report covers individual Sanitary Napkins 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 Napkins. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different Distribution Channels (Super/Hypermarkets, Convenience Store).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Sanitary Napkins 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 Napkins market is split by Type and by Distribution Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Distribution Channel in terms of volume and value.

Market segment by Type

Daily Use

Night Use

Market segment by Distribution Channel

Super/Hypermarkets

Convenience Store

Retail Pharmacies

Online Sales

Others

Major players covered

Procter & Gamble

Kimberly-Clark

Unicharm

Hengan

Johnson & Johnson

Essity

Baiya Corporation

Kingdom Healthcare

Kao Corporation

Jieling

Edgewell Personal Care

The Honest Company

Elleair

KleanNara

Ontex International

Corman SpA

Bjbest

TZMO

Veeda

C-BONS Holding

Zhejiang Haoyue

Fujian Hengli

Qianjin Group

Purcotton

Vinda

Henan Shulai Sanitation Products

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 Napkins product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Sanitary Napkins 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 distribution channel, with sales market share and growth rate by type, distribution 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 Napkins market forecast, by regions, type and distribution 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 Napkins.

Chapter 14 and 15, to describe Sanitary Napkins sales channel, distributors, customers, research findings and conclusion.

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