

# Global Sanitary Napkins Supply, Demand and Key Producers, 2023-2029

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## Abstracts

The global Sanitary Napkins market size is expected to reach \$ million by 2029, rising at a market growth of % CAGR during the forecast period (2023-2029).

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.

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 global Sanitary Napkins production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Sanitary Napkins, and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Sanitary Napkins that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Sanitary Napkins total production and demand, 2018-2029, (M Units)

Global Sanitary Napkins total production value, 2018-2029, (USD Million)

Global Sanitary Napkins production by region & country, production, value, CAGR, 2018-2029, (USD Million) & (M Units)

Global Sanitary Napkins consumption by region & country, CAGR, 2018-2029 & (M Units)

U.S. VS China: Sanitary Napkins domestic production, consumption, key domestic manufacturers and share

Global Sanitary Napkins production by manufacturer, production, price, value and market share 2018-2023, (USD Million) & (M Units)

Global Sanitary Napkins production by Type, production, value, CAGR, 2018-2029, (USD Million) & (M Units)

Global Sanitary Napkins production by Distribution Channel production, value, CAGR, 2018-2029, (USD Million) & (M Units)

This reports profiles key players in the global Sanitary Napkins market based on the following parameters – company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Procter & Gamble, Kimberly-Clark, Unicharm, Hengan, Johnson & Johnson, Essity, Baiya Corporation, Kingdom Healthcare and Kao Corporation, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Sanitary Napkins market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (US\$/K Units) by manufacturer, by Type, and by Distribution Channel. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Sanitary Napkins Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Sanitary Napkins Market, Segmentation by Type

Daily Use

Night Use

Global Sanitary Napkins Market, Segmentation by Distribution Channel

Super/Hypermarkets

Convenience Store

Retail Pharmacies

Online Sales

Others

Companies Profiled:

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

## Key Questions Answered

1. How big is the global Sanitary Napkins market?
2. What is the demand of the global Sanitary Napkins market?
3. What is the year over year growth of the global Sanitary Napkins market?
4. What is the production and production value of the global Sanitary Napkins market?
5. Who are the key producers in the global Sanitary Napkins market?

6. What are the growth factors driving the market demand?

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