

Global Tampons Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Tampons market size is expected to reach \$ 6513 million by 2032, rising at a market growth of 5.8% CAGR during the forecast period (2026-2032).

A Tampon refers to a plug of absorbent material inserted into a body cavity or wound to stop a flow of blood or to absorb secretions, especially one designed for insertion into the vagina during menstruation.

Market competition is intense. Procter & Gamble, Playtex, Kimberly-Clark, Johnson & Johnson are the leaders of the industry, with about 61% market shares.

Europe is the largest supplier of Tampons, with a production market share 39%. And the consumption market share is nearly 34%. The second place is America, following Europe with the production market share of 28%. And the sales market share is 26%.

This report studies the global Tampons production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Tampons and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Tampons that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Tampons total production and demand, 2021-2032, (M Units)

Global Tampons total production value, 2021-2032, (USD Million)

Global Tampons production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)

Global Tampons consumption by region & country, CAGR, 2021-2032 & (M Units)

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

Global Tampons production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)

Global Tampons production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

Global Tampons production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global Tampons 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, Playtex, Kimberly-Clark, Johnson & Johnson, Unicharm, Natracare, Libra, Lil-lets, Tempo, MOXIE, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

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

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (USD/K Units) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Tampons Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Tampons Market, Segmentation by Type:

Tampons with Applicator

Tampons without Applicator

Global Tampons Market, Segmentation by Application:

Pharmacy

Online Sales

Others

Companies Profiled:

Procter & Gamble

Playtex

Kimberly-Clark

Johnson & Johnson

Unicharm

Natracare

Libra

Lil-lets

Tempo

MOXIE

Rossmann

SCA

Key Questions Answered:

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

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