

Global Tampons Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/GF692DFA6455EN.html>

Date: June 2025

Pages: 115

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

ID: GF692DFA6455EN

Abstracts

According to our (Global Info Research) latest study, the global Tampons market size was valued at US\$ 4197 million in 2024 and is forecast to a readjusted size of USD 6185 million by 2031 with a CAGR of 5.8% during review period.

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 is a detailed and comprehensive analysis for global Tampons market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Tampons market size and forecasts, in consumption value (\$ Million), sales

quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Tampons market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Tampons market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Tampons market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (USD/K Units), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Tampons

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Tampons market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Tampons market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Tampons with Applicator

Tampons without Applicator

Market segment by Application

Pharmacy

Online Sales

Others

Major players covered

Procter & Gamble

Playtex

Kimberly-Clark

Johnson & Johnson

Unicharm

Natracare

Libra

Lil-lets

Tempo

MOXIE

Rossmann

SCA

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

Chapter 2, to profile the top manufacturers of Tampons, with price, sales quantity, revenue, and global market share of Tampons from 2020 to 2025.

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

Chapter 4, the Tampons breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Tampons market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Tampons.

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

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