

Global Liquid Sanitary Napkins for Feminine Care Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Liquid Sanitary Napkins for Feminine Care market size was valued at US\$ 3094 million in 2024 and is forecast to a readjusted size of USD 3853 million by 2031 with a CAGR of 3.2% 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.

This report is a detailed and comprehensive analysis for global Liquid Sanitary Napkins for Feminine Care 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 Liquid Sanitary Napkins for Feminine Care market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Liquid Sanitary Napkins for Feminine Care market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Liquid Sanitary Napkins for Feminine Care market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Liquid Sanitary Napkins for Feminine Care market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 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 Liquid Sanitary Napkins for Feminine Care
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Liquid Sanitary Napkins for Feminine Care 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, Unicharm, Kao, Kimberly-Clark, C-Bons, Bodywise, NatraTouch, Lady Anion, Everteen, Playtex, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Market Segmentation

Liquid Sanitary Napkins for Feminine Care 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

Pads

Menstrual Pads

Market segment by Application

Online Sales

Offline Sales

Major players covered

Procter & Gamble

Unicharm

Kao

Kimberly-Clark

C-Bons

Bodywise

NatraTouch

Lady Anion

Everteen

Playtex

Ontex International

First Quality Enterprises

Heng'an Group

Vivanion

Cotton High Tech

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

Chapter 2, to profile the top manufacturers of Liquid Sanitary Napkins for Feminine Care, with price, sales quantity, revenue, and global market share of Liquid Sanitary Napkins for Feminine Care from 2020 to 2025.

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

Chapter 4, the Liquid Sanitary Napkins for Feminine Care 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 Liquid Sanitary Napkins for Feminine Care 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 Liquid Sanitary Napkins for Feminine Care.

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

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