

Menstrual Pain Relief Patches Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Menstrual Pain Relief Patches Market was valued at USD 1.25 billion in 2023 and is poised to expand at a CAGR of 4.2% from 2024 to 2032. Growing awareness of women's health and the rising demand for pain relief solutions have significantly boosted this market. As more women prioritize menstrual health, they increasingly seek effective options like pain relief patches. This demand is driving innovation, leading to improved patches with natural ingredients, longer-lasting warmth, and better materials. Besides, rising disposable incomes encourage consumers to invest in convenient, higher-quality, and discreet pain relief products, further expanding the market into new regions where awareness is growing.

The market is segmented by product type into heat patches and cool patches. In 2023, heat patches dominated the market, accounting for a substantial 73.3% market share, and are projected to reach USD 1.38 billion by 2032. Heat patches lead the market due to their effectiveness in alleviating menstrual cramps by delivering targeted warmth directly to the lower abdomen. This helps relax the uterine muscles and reduce pain, offering prolonged relief compared to over-the-counter medications. The convenience and discreet nature of heat patches make them appealing for women seeking continuous, all-day relief.

In terms of warming comfort, the market is categorized into 8 hours, 9 to 10 hours, and 11 to 12 hours segments. The 8-hour segment led the market in 2023, capturing 42.3% of the share, and is projected to reach USD 793.7 million by 2032. This duration strikes a balance between practicality and effective pain relief, offering lasting comfort throughout a typical day without requiring frequent reapplication. Based on sales channels, the market splits into online and offline segments. The online channel dominated in 2023 with a 66.3% market share and is expected to reach USD 1.31 billion by 2032. The online segment leads due to its convenience and accessibility, allowing

consumers to compare options and avoid the hassle of in-store shopping. Competitive pricing, frequent promotions, and customer reviews further enhance the appeal of online shopping. North America leads the menstrual pain relief patches market with a CAGR of 4.4%, expected to reach USD 516.7 million by 2032. The region's advanced healthcare infrastructure and higher disposable incomes contribute to the growing demand for premium pain relief solutions.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Regulatory landscape
- 3.3 Impact forces
 - 3.3.1 Growth drivers
 - 3.3.1.1 Rise in women pain relief product
 - 3.3.1.2 Increase herbal disposable pain patches
 - 3.3.1.3 Growing adoption of period patches among millennials
 - 3.3.2 Industry pitfalls & challenges
 - 3.3.2.1 Limited awareness among women
- 3.4 Consumer buying behavior analysis
 - 3.4.1 Demographic trends
 - 3.4.2 Factors affecting buying decision

- 3.4.3 Consumer product adoption
- 3.4.4 Preferred distribution channel
- 3.4.5 Preferred price range
- 3.5 Growth potential analysis
- 3.6 Porter's analysis
- 3.7 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021 – 2032, (USD MILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Heat patch
- 5.3 Cool patch

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY WARMING COMFORT, 2021 – 2032, (USD MILLION) (MILLION UNITS)

- 6.1 Key trends
- 6.2 8 hours
- 6.3 9 to 10 hours
- 6.4 11 to 12 hours

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICE, 2021 – 2032, (USD MILLION) (MILLION UNITS)

- 7.1 Key trends
- 7.2 Low
- 7.3 Medium
- 7.4 High

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY AGE GROUP, 2021 – 2032, (USD MILLION) (MILLION UNITS)

8.1 Key trends

8.2 Adult women

8.3 Teen girls

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY SALES CHANNEL, 2021 – 2032, (USD MILLION) (MILLION UNITS)

9.1 Key trends

9.2 Online

9.2.1 E-commerce

9.2.2 Company website

9.3 Offline

9.3.1 Specialty store

9.3.2 Mega retail stores

9.3.3 Others

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021 – 2032, (USD MILLION) (MILLION UNITS)

10.1 Key trends

10.2 North America

10.2.1 U.S.

10.2.2 Canada

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 France

10.3.4 Italy

10.3.5 Spain

10.4 Asia Pacific

10.4.1 China

10.4.2 India

10.4.3 Japan

10.4.4 South Korea

10.4.5 Australia

10.5 Latin America

10.5.1 Brazil

10.5.2 Mexico

10.6 MEA

10.6.1 UAE

10.6.2 Saudi Arabia

10.6.3 South Africa

CHAPTER 11 COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL DATA, PRODUCT LANDSCAPE, STRATEGIC OUTLOOK, SWOT ANALYSIS)

11.1 BeBodywise

11.2 BeYou

11.3 Care Me Incorporated

11.4 Cora Life

11.5 Indocoar Pharma Pvt. Ltd.

11.6 La Mend Incorporated

11.7 Lilas Wellness

11.8 Medi Heally Philippines

11.9 Nua Lagom Labs Private Limited

11.10 P&G

11.11 Popband Limited

11.12 Rael

11.13 Sirona Hygiene Private Limited

11.14 Sparsha Pharma International Private Limited

11.15 The Good Patch

11.16 Unexo Life Sciences Private Limited

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