

Period Panties Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Period Panties Market was valued at USD 261.1 million in 2024 and is estimated to grow at a CAGR of 4.2% to reach USD 391 million by 2034. Period panties are designed for use during menstruation, offering a comfortable and eco-friendly alternative to traditional menstrual products such as pads and tampons. These panties are engineered to provide reliable leak protection, enhancing comfort and convenience for women during their menstrual cycles. As awareness of sustainable and health-conscious alternatives rises, the demand for period panties continues to grow, with increasing emphasis on functionality and style.

The period panties market is categorized by type, including briefs, bikinis, high-waist styles, boyshorts, and other variations. In 2024, the brief segment generated USD 79.8 million and a growth rate of 4% during 2025-2034. These panties provide coverage and higher waistlines, offering better leak protection than other styles. Made from breathable, moisture-wicking materials, menstrual briefs help maintain proper airflow, reducing the risk of discomfort or irritation. The design and materials used in these products are intended to provide enhanced vaginal health while offering women a sense of security and confidence during menstruation. This makes menstrual briefs an appealing choice for those seeking both comfort and reliability.

In terms of distribution channels, the market is divided into retail pharmacies, hospital pharmacies, e-commerce platforms, brick-and-mortar stores, and supermarkets/hypermarkets. Retail pharmacies held a 35.7% share in 2024. The popularity of retail pharmacies is driven by the convenience they offer, including personalized customer service and easy accessibility to menstrual products. As awareness of menstrual health issues increases, more consumers turn to these locations for advice and products, further fueling growth in this distribution channel.

U.S. Period Panties Market is projected to reach USD 69.3 million by 2034. Innovations in product development, particularly in areas like ultra-absorbency, leak-proof technology, and odor control, are playing a key role in driving this market expansion. The U.S. market benefits from continued research and development efforts that focus on improving the functionality and comfort of period underwear, meeting the evolving needs of consumers.

Some of the prominent players in the Global Period Panties Industry are Rael, Knix Wear, PANTYPROP, Cora, Saalt, MeLuna, Healthfab, The Period Company, FANNYPANTS, Victoria's Secret, Thinx, Proof, INTIMINA, Modibodi, Neione, Aisle. Key strategies to strengthen its position in the period panties market include continuous product innovation and the introduction of eco-friendly alternatives. Companies are focusing on developing new materials and technologies that enhance the performance and comfort of period underwear, such as leak-proof and odor-controlling features. Furthermore, they are expanding their product lines to offer a variety of styles that appeal to different consumer preferences.

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