

Sanitary Pads Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/SE9F34883046EN.html>

Date: March 2025

Pages: 130

Price: US\$ 4,850.00 (Single User License)

ID: SE9F34883046EN

Abstracts

The Global Sanitary Pads Market reached USD 20.4 billion in 2024 and is projected to grow at a CAGR of 4% between 2025 and 2034. Sanitary pads, essential for menstrual hygiene, are designed to absorb menstrual blood and prevent leakage. As awareness of menstrual health rises globally, the demand for sanitary pads is increasing, particularly in developing regions. More women are prioritizing comfort, convenience, and safety, driving the growth of the market. Government initiatives and non-profit organizations are actively promoting menstrual hygiene, further fueling the market. In developing countries, increased accessibility and affordability of sanitary products are contributing to higher adoption rates. Manufacturers are innovating by introducing biodegradable and organic pads, addressing environmental concerns, and meeting consumer preferences for sustainable alternatives. The growing presence of online platforms and e-commerce channels has made these products more accessible to a wider audience, facilitating market expansion.

The sanitary pads market is segmented into disposable and reusable categories. In 2024, the disposable segment accounted for 76.1% of the market, driven by its convenience, reliability, and widespread availability. Disposable pads are easy to use, making them particularly popular among working women, students, and travelers. These pads come in various forms, including regular and ultra-thin options, catering to diverse consumer needs. The established presence of well-known brands and strong distribution networks ensures easy accessibility, further enhancing their dominance. Innovations in disposable pads, such as improved absorption technology and breathable materials, have enhanced user comfort and boosted consumer preference for these products.

Distribution channels for sanitary pads include retail pharmacies, hospital pharmacies, e-commerce platforms, brick-and-mortar stores, and supermarkets/hypermarkets. In 2024, retail pharmacies held a 35.4% market share, offering convenience and

professional guidance to consumers. Retail pharmacies remain a trusted option for purchasing sanitary products due to their accessibility and variety of product options. Hospital pharmacies, though accounting for a smaller share, are gaining recognition for providing in-depth support and recommendations for menstrual health products. E-commerce platforms are also witnessing rapid growth, offering consumers a wider selection, discreet purchasing options, and competitive pricing.

The U.S. sanitary pads market generated USD 3.7 billion in 2024, driven by heightened awareness of menstrual health through public health campaigns and educational initiatives. Programs focused on addressing period poverty and expanding access to menstrual products, particularly in schools and underserved communities, have contributed to increased demand. Government support and collaborations with non-profit organizations are helping raise awareness and encourage the use of sanitary pads, further strengthening market growth in the U.S.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Rapid urbanization and growing literacy rate among women
 - 3.2.1.2 Increasing government initiatives towards menstrual hygiene
 - 3.2.1.3 Novel type launches related to sanitary pads
 - 3.2.1.4 Increasing inclination towards organic sanitary pad
 - 3.2.2 Industry pitfalls and challenges
 - 3.2.2.1 Social challenges associated with sanitary pads in developing countries
 - 3.2.2.2 Adverse effects of sanitary pads on the environment
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Future market trends
- 3.6 Gap analysis
- 3.7 Technology landscape
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company matrix analysis
- 4.3 Company market share analysis
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY TYPE, 2021 - 2034 (\$ MN)

- 5.1 Key trends
- 5.2 Disposable
- 5.3 Reusable

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2034 (\$ MN)

- 6.1 Key trends
- 6.2 Retail pharmacy
- 6.3 Hospital pharmacy
- 6.4 E-commerce channels
- 6.5 Brick and mortar
- 6.6 Supermarket/hypermarket

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 - 2034 (\$ MN)

- 7.1 Key trends
- 7.2 North America
 - 7.2.1 U.S.
 - 7.2.2 Canada
- 7.3 Europe
 - 7.3.1 Germany
 - 7.3.2 France
 - 7.3.3 UK
 - 7.3.4 Italy
 - 7.3.5 Spain
- 7.4 Asia Pacific

- 7.4.1 Japan
- 7.4.2 China
- 7.4.3 India
- 7.4.4 South Korea
- 7.4.5 Australia
- 7.5 Latin America
 - 7.5.1 Brazil
 - 7.5.2 Argentina
 - 7.5.3 Mexico
- 7.6 Middle East and Africa
 - 7.6.1 South Africa
 - 7.6.2 Saudi Arabia
 - 7.6.3 UAE

CHAPTER 8 COMPANY PROFILES

- 8.1 Cora
- 8.2 Edgewell Personal Care
- 8.3 First quality enterprises
- 8.4 Hengan international
- 8.5 Johnson & Johnson
- 8.6 Kao corporation
- 8.7 Kimberly-Clark
- 8.8 Ontex
- 8.9 Premier FMCG (Lil-lets UK Limited)
- 8.10 Procter & Gamble
- 8.11 Unicharm Corporation
- 8.12 Unilever

I would like to order

Product name: Sanitary Pads Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/SE9F34883046EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SE9F34883046EN.html>