

# **Feminine Hygiene Products Market Size, Share & Trends Analysis Report By Product (Menstrual Care, Cleaning & Deodorizing), By Distribution Channel (Supermarkets, Drug Stores), And Segment Forecasts, 2018 - 2025**

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## **Abstracts**

**This report can be delivered to the clients within 48 Business Hours**

The global feminine hygiene product market size is anticipated to reach USD 33.78 billion by 2025, according to a new report by Grand View Research, Inc. It is anticipated to register a CAGR of 6.5% over the forecast period. The growth is catapulted by rise in disposable income, awareness among women regarding the available solutions, and commercialization of innovative and eco-friendly products. Initiatives by companies, government agencies, and self-help groups have resulted in raising awareness among women about various menstrual hygiene and sanitary products.

WaterAid, an international nonprofit organization, released a series of short films titled If Men Had Periods to raise awareness about lack of access to washrooms during menstruation for the global female population. Websites such as Menstrupedia and Wash United coupled with commercials, social media marketing campaigns, and awareness initiatives are expected to be lucrative for market growth in near future.

Asia Pacific held the largest market share in terms of revenue owing to the presence of a large female population and rise in disposable income. North America also constituted for a significant market share in terms of revenue due to availability of diverse products and high consumer awareness. Demand for innovative products such as menstrual cups and period panties is anticipated to further propel growth of the regional market.

Further key findings from the study suggest:

The menstrual care products segment, which consists of sanitary napkins, tampons, and menstrual cups, continue to hold the largest market share in terms of revenue. Repeated purchase and ease of usage are anticipated to drive the product demand

Supermarkets is anticipated to remain the highest gaining distribution channel in the feminine hygiene product market over the forecast period. Availability of a diverse product range and easy accessibility are projected to propel the segment growth

With the boom in e-commerce, online retail store segment is expected to gain a significant market share in near future

Specialty and beauty stores offer a wide range of products under one roof. This segment is anticipated to hold a significant market share in terms of revenue. These stores offer discounts and other benefits, which is expected to bode well for the growth

Asia Pacific held the largest market share owing to large female population and rising disposable income. North America, on the other hand, accounted for a considerable market share due to innovation and product diversity coupled with high awareness

Some of the key market players are Glenmark, Lil-Lets UK Ltd., Procter & Gamble; Ontex; Natracare Bodywise, Unicharm Corporation, and Kimberly-Clark Corporation (KCWW) among others. Most companies engage in business collaborations to increase product penetration.

## Contents

### **CHAPTER 1 RESEARCH METHODOLOGY**

- 1.1 Country Wise Market: Base Estimates
- 1.2 Global Market: CAGR Calculation
- 1.3 Region Based Segment Share Calculation
- 1.4 Research Scope & Assumptions
- 1.5 List of Data Sources
  - 1.5.1 Data for primary interviews, by sources
  - 1.5.2 Data for primary interviews, by region

### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Market Snapshot

### **CHAPTER 3 FEMININE HYGIENE MARKET VARIABLES, TRENDS & SCOPE**

- 3.1 Market Segmentation & Scope
- 3.2 Market Driver Analysis
  - 3.2.1 Increasing disposable income globally
  - 3.2.2 Growing cognizance among women about female hygiene products
  - 3.2.3 Initiatives undertaken by companies and government to raise awareness
  - 3.2.4 Rising female population globally
  - 3.2.5 Product innovations
- 3.3 Market Restraint Analysis
  - 3.3.1 Toxic Shock Syndrome
- 3.4 Market Challenge Analysis
  - 3.4.1 Low penetration in emerging countries due to low cognizance
- 3.5 Key Opportunities Prioritized
  - 3.5.1 Key opportunities prioritized, by product
  - 3.5.2 Key opportunities prioritized, by distribution channel
- 3.6 Feminine Hygiene Market - SWOT Analysis, by Factor (Political & Legal, Economic and Technological)
- 3.7 Industry Analysis - Porter's
- 3.8 Feminine Hygiene Market: Company Market Share Analysis, 2017

### **CHAPTER 4 FEMININE HYGIENE MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

#### 4.1 Feminine Hygiene Market: Product Movement Analysis

##### 4.1.1 Menstrual Care Products

##### 4.1.2 Menstrual care products market, 2014 - 2025 (USD Million)

##### 4.1.3 Cleaning and deodorizing products

##### 4.1.4 Cleaning and deodorizing products market, 2014 - 2025 (USD Million)

### **CHAPTER 5 FEMININE HYGIENE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

#### 5.1 Feminine Hygiene Market: Distribution Channel Use Movement Analysis

##### 5.1.1 Supermarkets clinics market, 2014 - 2025 (USD Million)

##### 5.1.2 Drug Stores, 2014 - 2025 (USD Million)

##### 5.1.3 Online Retail Stores market, 2014 - 2025 (USD Million)

##### 5.1.4 Others market, 2014 - 2025 (USD Million)

### **CHAPTER 6 FEMININE HYGIENE PRODUCTS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS, BY PRODUCT, DISTRIBUTION CHANNEL**

#### 6.1 Feminine Hygiene Products Market Share by Region, 2017 & 2025

##### 6.2 North America

###### 6.2.1 U.S.

###### 6.2.2 Canada

##### 6.3 Europe

###### 6.3.1 Germany

###### 6.3.2 U.K.

###### 6.3.3 France

###### 6.3.4 Italy

###### 6.3.5 Spain

##### 6.4 Asia Pacific

###### 6.4.1 Japan

###### 6.4.2 China

###### 6.4.3 India

##### 6.5 Latin America

###### 6.5.1 Brazil

###### 6.5.2 Mexico

##### 6.6 MEA

###### 6.6.1 South Africa

###### 6.6.2 Saudi Arabia

## CHAPTER 7 COMPETITIVE LANDSCAPE

### 7.1 Company Profiles

#### 7.1.1 Procter and Gamble

##### 7.1.1.1 Company Overview

##### 7.1.1.2 Financial Performance

##### 7.1.1.3 Product Benchmarking

##### 7.1.1.4 Strategic Initiatives

#### 7.1.2 Edgewell Personal Care

##### 7.1.2.1 Company Overview

##### 7.1.2.2 Financial Performance

##### 7.1.2.3 Product Benchmarking

##### 7.1.2.4 Strategic Initiatives

#### 7.1.3 Unicharm Corporation

##### 7.1.3.1 Company Overview

##### 7.1.3.2 Financial Performance

##### 7.1.3.3 Product Benchmarking

##### 7.1.3.4 Strategic Initiatives

#### 7.1.4 Lil Lets

##### 7.1.4.1 Company Overview

##### 7.1.4.2 Product Benchmarking

#### 7.1.5 Kimberly Clark

##### 7.1.5.1 Company Overview

##### 7.1.5.2 Financial Performance

##### 7.1.5.3 Product Benchmarking

##### 7.1.5.4 Strategic Initiatives

#### 7.1.6 SCA Essity

##### 7.1.6.1 Company Overview

##### 7.1.6.2 Financial Performance

##### 7.1.6.3 Product Benchmarking

#### 7.1.7 Ontex International

##### 7.1.7.1 Company Overview

##### 7.1.7.2 Financial Performance

##### 7.1.7.3 Product Benchmarking

##### 7.1.7.4 Strategic Initiatives

#### 7.1.8 Natracare LLC

##### 7.1.8.1 Company Overview

##### 7.1.8.2 Product Benchmarking

#### 7.1.9 Kao Corporation

##### 7.1.9.1 Company Overview

##### 7.1.9.2 Financial Performance

##### 7.1.9.3 Product Benchmarking

#### 7.1.10 Summer's Eve

##### 7.1.10.1 Company Overview

##### 7.1.10.2 Product Benchmarking

## List Of Tables

### LIST OF TABLES

Table 1 Factors used in segment share estimation

Table 2 List of secondary data sources

Table 3 North America feminine hygiene market, by country, 2014 - 2025 (USD Billion)

Table 4 North America feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 5 North America feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 6 North America feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 7 North America feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 8 U.S. feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 9 U.S. feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 10 U.S. feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 11 U.S. feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 12 Canada feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 13 Canada feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 14 Canada feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 15 Canada feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 16 Europe feminine hygiene market, by country, 2014 - 2025 (USD Billion)

Table 17 Europe feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 18 Europe feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 19 Europe feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 20 Europe feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 21 Germany feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 22 Germany feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 23 Germany feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 24 Germany feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 25 U.K. feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 26 U.K. feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 27 U.K. feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 28 U.K. feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 29 France feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 30 France feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 31 France feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 32 France feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 33 Italy feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 34 Italy feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 35 Italy feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 36 Italy feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 37 Spain feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 38 Spain feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 39 Spain feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 40 Spain feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 41 Asia Pacific feminine hygiene market, by country, 2014 - 2025 (USD Million)

Table 42 APAC feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 43 APAC feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 44 APAC feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 45 APAC feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)



Billion)

Table 46 Japan feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 47 Japan feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 48 Japan feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 49 Japan feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 50 China feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 51 China feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 52 China feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 53 China feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 54 India feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 55 India feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 56 India feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 57 India feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 58 Latin America Feminine hygiene market, by country, 2014 - 2025 (USD Million)

Table 59 Latin America feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 60 Latin America feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 61 Latin America feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 62 Latin America feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 63 Brazil feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 64 Brazil feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 65 Brazil feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 66 Brazil feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 67 Mexico feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 68 Mexico feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 69 Mexico feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 70 Mexico feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 71 MEA feminine hygiene market, by country, 2014 - 2025 (USD Million)

Table 72 MEA feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 73 MEA feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 74 MEA feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 75 MEA feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 77 South Africa feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 78 South Africa feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 79 South Africa feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 80 South Africa feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

Table 81 Saudi Arabia feminine hygiene market, by product, 2014 - 2025 (USD Billion)

Table 82 Saudi Arabia feminine hygiene market, by menstrual care products, 2014 - 2025 (USD Billion)

Table 83 Saudi Arabia feminine hygiene market, by cleaning and deodorizing products, 2014 - 2025 (USD Billion)

Table 84 Saudi Arabia feminine hygiene market, by distribution channel, 2014 - 2025 (USD Billion)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Primary interviews, by sources
- Fig. 2 Primary interviews, by region
- Fig. 3 Market summary (USD Million)
- Fig. 4 Market trends & outlook
- Fig. 5 Market segmentation & scope
- Fig. 6 Market driver relevance analysis (Current & future impact)
- Fig. 7 Market restraint relevance analysis (Current & future impact)
- Fig. 8 Market challenge relevance analysis (Current & future impact)
- Fig. 9 Key opportunities prioritized, by product
- Fig. 10 Key opportunities prioritized, by distribution channel
- Fig. 11 SWOT analysis, by factor (political & legal, economic and technological)
- Fig. 12 Porter's Five Forces Analysis
- Fig. 13 Feminine hygiene market: Heat map analysis, 2017
- Fig. 14 Feminine hygiene products market, product outlook: Key takeaways
- Fig. 15 Feminine hygiene market: Product movement analysis
- Fig. 16 Menstrual care products market, 2014 - 2025 (USD Million)
- Fig. 17 Cleaning and deodorizing products market, 2014 - 2025 (USD Million)
- Fig. 18 Feminine hygiene market, distribution channel outlook: Key takeaways
- Fig. 19 Feminine hygiene products market: End use movement analysis
- Fig. 20 Supermarkets clinics market, 2014 - 2025 (USD Million)
- Fig. 21 Drug Stores, 2014 - 2025 (USD Million)
- Fig. 22 Online retail stores market, 2014 - 2025 (USD Million)
- Fig. 23 Others market, 2014 - 2025 (USD Million)
- Fig. 24 Regional market place: Key takeaways
- Fig. 25 Regional outlook, 2017 & 2025

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