

Period Panties Market Size, Share & Trends Analysis Report By Product (Brief, Bikini, Boyshort, Hi-waist), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Period Panties Market Growth & Trends

The global period panties market size is anticipated to reach USD 374.74 million by 2030, expanding at a CAGR of 17.4% from 2023 to 2030, according to a new report by Grand View Research, Inc., The growing awareness regarding menstrual hygiene and increasing demand for eco-friendly products across the globe are the major factors contributing to the industry growth. Additionally, the advancements in the material and technology used in period panties by the manufacturers by launching innovative products further create significant growth opportunities for the market in the coming years.

The COVID-19 outbreak is likely to impact the market for period panties across the globe. Store closures due to lockdown measures have resulted in grim consequences, with sales of period panties from offline channels declining consistently. Majorly, the physical outlets were severely affected due to restrictions, government guidelines, and lockdown situations as consumers were forced to stay at home to avoid the surge in the spread of the disease.

Various manufacturers in the market contribute to the growth by launching new products to meet consumer demands. For instance, in August 2022, Hanes Brands Inc. announced the launch of a line of accessibly-priced period underwear. The brand's new

line of Comfort period underwear is designed to help consumers stay comfortable and confident during periods, even when sleeping, offering premium period protection without the premium period underwear price tag.

The offline distribution channels dominated the market and accounted for a 65.6% share of the global revenue in 2022. These channels' main tactics for boosting sales and foot traffic in any store are a wide selection of products, deals, and discounts that draw in a greater number of customers. Additionally, customers often visit a store to physically inspect the creation, usefulness, and uniqueness of the products as these inspections give them more confidence to purchase the product.

The online distribution channel is expected to witness the fastest growth over the forecast period. The rising popularity of e-commerce channels among manufacturers and high internet penetration have been driving sales through this channel. Moreover, the growing partnerships between manufacturers and retailers for the distribution of period panties further contribute to the market growth. For instance, Thinx Inc. and Walmart partnered in March 2022, to launch the campaign 'Thinx For All' in 558 Walmart stores and Walmart.com.

North America dominated the market for period panties and accounted for a 39.1% share of the global revenue in 2022. Growth in the market is powered by high awareness coupled with high expenditure on menstrual hygiene products, including period panties. Moreover, the significant number of marketing campaigns and awareness programs by various organizations and companies further contribute to market growth.

Period Panties Market Report Highlights

By product, briefs led the market and accounted for a 29.3% share of the global revenue in 2022. The rising popularity of period briefs in developed economies among working women contributed to the market growth

By distribution channel, the online segment is expected to witness the fastest growth of 17.1% throughout the forecast period. The increasing availability of a wide range of products from different brands, free delivery, and seasonal discount on e-retailer platforms are among the major reasons driving the segment

Asia Pacific is expected to register the fastest CAGR of 18.0% from 2022 to

2030. The growing women working population coupled with rising awareness regarding menstrual hygiene in India and China further contribute to the market growth

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