

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

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Abstracts

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Reusable Period Panties Market Growth & Trends

The global reusable period panties market size is anticipated to reach USD 355.06 million by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 17.7% from 2023 to 2030. The growing awareness regarding menstrual hygiene and increasing demand for eco-friendly products across the globe are the major factors contributing to the market growth. In addition, the advancement in the material and technology used in these products by the manufacturers by launching innovative products further creates significant growth opportunities for the market. The boyshort reusable period panty segment is anticipated to grow at a substantial rate during the forecast period. Reusable period boyshorts have experienced steady growth due to the combination of comfort, coverage, and versatility they offer.

Boyshorts have a longer leg length, providing more coverage and support. They are designed to fit snugly and securely, ensuring leak protection during menstruation. These panties are often made with soft, stretchable fabrics that offer both comfort and flexibility. The offline distribution channels segment dominated the market and accounted for a 65.5% share of the global revenue in 2022. The offline distribution channel provides a more hands-on shopping experience and immediate product availability, which can be advantageous for customers who prefer in-person shopping or

have specific needs or preferences. Recognized as the 'best period underwear' by esteemed publications, such as Glamour, Forbes, and Oprah magazines, Proof has expanded its reach through Unders by Proof and is now available in over 4000 Walmart stores.

This strategic partnership aims to enhance accessibility to reusable period care, ensuring that individuals from diverse backgrounds have greater access to high-quality and affordable options for managing their periods. North America dominated the market 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, a significant number of marketing campaigns and awareness programs by various organizations and companies further contribute to the market growth.

Reusable Period Panties Market Report Highlights

By product, brief led the market and accounted for a 28.8% share of the global revenue in 2022. The rising popularity of period briefs in developed economies among working women further contributed to the segment growth

By distribution channel, the online segment is expected to witness the fastest growth of 19.2% throughout the forecast period. Online shopping allows consumers to browse and purchase products from the comfort of their homes, at any time that suits them driving the segment

Asia Pacific is expected to register the fastest CAGR of 18.3% from 2023 to 2030. The growing working population coupled with the rising awareness regarding menstrual hygiene in India, and China further contributes to the regional market growth

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