

# **The World Market for Sanitary Napkins and Tampons, Diapers, Diaper Liners, and Similar Sanitary Articles Made From Paper Pulp, Paper, Cellulose Wadding, or Webs of Cellulose Fiber: A 2021 Global Trade Perspective**

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## **Abstracts**

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber for those countries serving the world market via exports or supplying from various countries via imports. I do so for the current year based on a variety of key historical indicators and econometric models.

On the demand side, exporters and strategic planners approaching the world market face a number of questions. Which countries are supplying sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber? What is the dollar value of these imports? How much do the imports of sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber vary from one country to another? Do exporters serving the world market have similar market shares across the importing countries? Which countries supply the most exports of sanitary napkins and tampons, diapers, diaper liners, and

similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber? Which countries are buying their exports? What is the value of these exports and which countries are the largest buyers?

In what follows, Chapter 2 begins by summarizing the regional markets for imported and exported sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber. The total level of imports and exports on a worldwide basis, and those for each region, is based on a model which aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on both demand- and supply-side dynamics, market shares by country of origin are then calculated across each country market destination. These shares lead to a volume of import and export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each market and the shares that countries are likely to receive this year. From these figures, rankings are calculated to allow managers to prioritize markets. In this way, all the figures provided in this report are forecasts that can be combined with internal information for strategic planning purposes.

After the worldwide summary in Chapter 2 of both imports and exports, Chapter 3 details the exports of sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber, for each individual country. Chapter 4 does the same, but for imports of sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber for all countries in the world. In all cases, the total dollar volume and percentage share values by major trading partner are provided. Combined, Chapters 3 and 4 present the complete picture for imports and exports of sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber to and from all major countries in the world. Of the 150 countries considered, if a country is not reported here, it is therefore estimated to have only a negligible level of trade in sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber (i.e. their market shares are close or equal to zero percent). 'Sanitary Napkins and Tampons, Diapers, Diaper Liners, and Similar Sanitary Articles Made From Paper Pulp, Paper, Cellulose Wadding, or Webs of Cellulose Fiber' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3

(SITC, Rev. 3). The SITC code that defines 'sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber' is 64295.

**Important Caveat:** The figures should be seen as market estimates, as opposed to historical records, as these are forecasted for the current year of trade. More importantly, in light of the fact that unforeseeable factors might interrupt markets in achieving their reported levels, the figures should be seen as estimates of potential. For example, 'mad cow' disease, foot-and-mouth disease, trade embargoes, labor disputes, military conflicts, acts of terrorism, and other events will certainly affect the actual trade flows recorded for a variety of industry or product categories. In such cases, the difference between the numbers given in this report and the numbers actually observed might be interpreted as the 'net loss' or 'net gain' due to these exogenous events affecting regular trade flows that would have occurred had these events not have taken place.

**Related Reports:** This report was created for the market for sanitary napkins and tampons, diapers, diaper liners, and similar sanitary articles made from paper pulp, paper, cellulose wadding, or webs of cellulose fiber. Closely related reports published by ICON Group include the following:

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The World Market for Binders, Folders, and File Covers Excluding Book Covers: A 2021 Global Trade Perspective

The World Market for Bobbins, Spools, Cops, and Similar Supports Made of Paper Pulp, Paper or Paperboard: A 2021 Global Trade Perspective

The World Market for Boxes or Wallets Made of Paper or Paperboard and Containing Assorted Stationary: A 2021 Global Trade Perspective

The World Market for Corrugated Paper or Paperboard Cartons, Boxes, and Cases: A 2021 Global Trade Perspective

The World Market for Cut-to-Size Carbon, Self-Copy, and Other Copying or Transfer Papers; Duplicator Stencils; and Offset Plates of Paper: A 2021 Global Trade Perspective

The World Market for Cut-to-Size Cigarette Paper: A 2021 Global Trade Perspective

The World Market for Cut-to-Size Toilet Paper in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Filter Paper and Paperboard: A 2021 Global Trade Perspective

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The World Market for Paper and Paperboard Boxes, Bags, and Cartons, Cases, and Packing Containers: A 2021 Global Trade Perspective

The World Market for Paper Envelopes: A 2021 Global Trade Perspective

The World Market for Paper Exercise Books: A 2021 Global Trade Perspective

The World Market for Paper Handkerchiefs, Tissues, Towels, Tablecloths, Bed Sheets, Linen, Garments, and Clothing Accessories: A 2021 Global Trade Perspective

The World Market for Paper Sacks and Bags with a Base Width of 40 cm or More: A 2021 Global Trade Perspective

The World Market for Registers, Books (Account, Note, Order and Receipt), Letter Pads, Memo Pads, Diaries, and Similar Articles Made of Paper or Paperboard: A 2021 Global Trade Perspective

The World Market for Registers, Books (Account, Note, Order and Receipt), Loose-Leaf Binders, File Covers, and Sample Albums Made of Paper or Paperboard: A 2021 Global Trade Perspective

The World Market for Stationary Envelopes, Letter Cards, Plain, Boxes, and Wallets Made of Paper or Paperboard: A 2021 Global Trade Perspective

The World Market for Trays, Dishes, Plates, Cups, and Similar Items Made of Paper or Paperboard: A 2021 Global Trade Perspective

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