

# Feminine Douching Products Market Report by Type (Devices, Liquids), Distribution Channel (Offline, Online), and Region 2023-2028

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## Abstracts

### Market Overview:

The global feminine douching products market size reached US\$ 48.5 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 59.1 Million by 2028, exhibiting a growth rate (CAGR) of 3.50% during 2023-2028. Increasing consumer awareness regarding personal hygiene and maintaining intimate health, rising prevalence of infections and vaginal discomfort, the escalating need for effective solutions, and the burgeoning disposable income of women represent some of the key factors driving the market.

Feminine douching products are commercially available products that are specifically designed for cleansing or deodorizing the vagina. They typically consist of a liquid solution that is introduced into the vagina using specialized devices, such as douches or sprays, for irrigation. These products mainly contain a mixture of water and various chemicals, including antiseptics and fragrances. Some other elements may include vinegar and baking soda to eliminate odor and remove bacteria. Currently, there are various types of douching products available, including pre-mixed disposable douches and reusable douche kits.

### Feminine Douching Products Market Trends:

The global feminine douching products market is influenced by various factors, including the increasing awareness regarding personal hygiene and the need for maintaining intimate health among women. This is further bolstered by the rising prevalence of infections and vaginal discomfort, coupled with the growing demand for effective solutions. Besides this, the proliferating influence of media and advertising, the growing

urban population, and the increasing disposable income of women are fueling the market growth. Moreover, the availability of a wide range of products, including natural and organic options, the emergence of e-commerce platforms, and the convenience of online purchasing are providing an impetus to the market growth. In line with this, rapid advancements in product innovation, such as the introduction of pH-balanced and fragrance-free douching solutions, are also playing a vital role in market expansion. Additionally, the rising trend of self-care and wellness practices, burgeoning investments in research and development (R&D) activities to develop safer and more effective products, and the expanding geriatric population are boosting the market growth. Other factors, such as the presence of favorable regulatory frameworks and guidelines on product safety and quality assurance, are propelling the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global feminine douching products market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on type and distribution channel.

#### Type Insights:

Devices

Liquids

The report has provided a detailed breakup and analysis of the feminine douching products market based on the type. This includes devices and liquids. According to the report, devices represented the largest segment.

#### Distribution Channel Insights:

Offline

Online

The report has provided a detailed breakup and analysis of the feminine douching products market based on the distribution channel. This includes offline and online.

#### Regional Insights:

North America

United States

Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global feminine douching products market. Detailed profiles of all major companies have been provided. Some of the companies covered include Adam & Eve, California Exotic Novelties LLC, GST Corporation Ltd, Pipedream Products, Prestige Consumer Healthcare Inc., Tesall Bio Tech Co. Ltd., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global feminine douching products market performed so far, and how will it

perform in the coming years?

What are the drivers, restraints, and opportunities in the global feminine douching products market?

What is the impact of each driver, restraint, and opportunity on the global feminine douching products market?

What are the key regional markets?

Which countries represent the most attractive feminine douching products market?

What is the breakup of the market based on type?

Which is the most attractive type in the feminine douching products market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the feminine douching products market?

What is the competitive structure of the global feminine douching products market?

Who are the key players/companies in the global feminine douching products market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

2.1 Objectives of the Study

2.2 Stakeholders

2.3 Data Sources

2.3.1 Primary Sources

2.3.2 Secondary Sources

2.4 Market Estimation

2.4.1 Bottom-Up Approach

2.4.2 Top-Down Approach

2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

4.1 Overview

4.2 Key Industry Trends

### **5 GLOBAL FEMININE DOUCHING PRODUCTS MARKET**

5.1 Market Overview

5.2 Market Performance

5.3 Impact of COVID-19

5.4 Market Forecast

### **6 MARKET BREAKUP BY TYPE**

6.1 Devices

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Liquids

6.2.1 Market Trends

6.2.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 7.1 Offline

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 Online

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

### 8.1 North America

#### 8.1.1 United States

##### 8.1.1.1 Market Trends

##### 8.1.1.2 Market Forecast

#### 8.1.2 Canada

##### 8.1.2.1 Market Trends

##### 8.1.2.2 Market Forecast

### 8.2 Asia-Pacific

#### 8.2.1 China

##### 8.2.1.1 Market Trends

##### 8.2.1.2 Market Forecast

#### 8.2.2 Japan

##### 8.2.2.1 Market Trends

##### 8.2.2.2 Market Forecast

#### 8.2.3 India

##### 8.2.3.1 Market Trends

##### 8.2.3.2 Market Forecast

#### 8.2.4 South Korea

##### 8.2.4.1 Market Trends

##### 8.2.4.2 Market Forecast

#### 8.2.5 Australia

##### 8.2.5.1 Market Trends

##### 8.2.5.2 Market Forecast

#### 8.2.6 Indonesia

##### 8.2.6.1 Market Trends

##### 8.2.6.2 Market Forecast

#### 8.2.7 Others

##### 8.2.7.1 Market Trends

8.2.7.2 Market Forecast

### 8.3 Europe

8.3.1 Germany

8.3.1.1 Market Trends

8.3.1.2 Market Forecast

8.3.2 France

8.3.2.1 Market Trends

8.3.2.2 Market Forecast

8.3.3 United Kingdom

8.3.3.1 Market Trends

8.3.3.2 Market Forecast

8.3.4 Italy

8.3.4.1 Market Trends

8.3.4.2 Market Forecast

8.3.5 Spain

8.3.5.1 Market Trends

8.3.5.2 Market Forecast

8.3.6 Russia

8.3.6.1 Market Trends

8.3.6.2 Market Forecast

8.3.7 Others

8.3.7.1 Market Trends

8.3.7.2 Market Forecast

### 8.4 Latin America

8.4.1 Brazil

8.4.1.1 Market Trends

8.4.1.2 Market Forecast

8.4.2 Mexico

8.4.2.1 Market Trends

8.4.2.2 Market Forecast

8.4.3 Others

8.4.3.1 Market Trends

8.4.3.2 Market Forecast

### 8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

## 9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

- 9.1 Overview
- 9.2 Drivers
- 9.3 Restraints
- 9.4 Opportunities

## **10 VALUE CHAIN ANALYSIS**

## **11 PORTERS FIVE FORCES ANALYSIS**

- 11.1 Overview
- 11.2 Bargaining Power of Buyers
- 11.3 Bargaining Power of Suppliers
- 11.4 Degree of Competition
- 11.5 Threat of New Entrants
- 11.6 Threat of Substitutes

## **12 PRICE ANALYSIS**

## **13 COMPETITIVE LANDSCAPE**

- 13.1 Market Structure
- 13.2 Key Players
- 13.3 Profiles of Key Players
  - 13.3.1 Adam & Eve
    - 13.3.1.1 Company Overview
    - 13.3.1.2 Product Portfolio
  - 13.3.2 California Exotic Novelties LLC
    - 13.3.2.1 Company Overview
    - 13.3.2.2 Product Portfolio
  - 13.3.3 GST Corporation Ltd
    - 13.3.3.1 Company Overview
    - 13.3.3.2 Product Portfolio
  - 13.3.4 Pipedream Products
    - 13.3.4.1 Company Overview
    - 13.3.4.2 Product Portfolio
  - 13.3.5 Prestige Consumer Healthcare Inc.
    - 13.3.5.1 Company Overview
    - 13.3.5.2 Product Portfolio



### 13.3.6 Tesall Bio Tech Co. Ltd.

#### 13.3.6.1 Company Overview

#### 13.3.6.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Feminine Douching Products Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Feminine Douching Products Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Feminine Douching Products Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Feminine Douching Products Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: Feminine Douching Products Market: Competitive Structure

Table 6: Global: Feminine Douching Products Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Feminine Douching Products Market: Major Drivers and Challenges

Figure 2: Global: Feminine Douching Products Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Feminine Douching Products Market: Breakup by Type (in %), 2022

Figure 5: Global: Feminine Douching Products Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Feminine Douching Products Market: Breakup by Region (in %), 2022

Figure 7: Global: Feminine Douching Products (Devices) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: Feminine Douching Products (Devices) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: Feminine Douching Products (Liquids) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Feminine Douching Products (Liquids) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Feminine Douching Products (Offline) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Feminine Douching Products (Offline) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Feminine Douching Products (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Feminine Douching Products (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: North America: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: North America: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: United States: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: United States: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Canada: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Canada: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Asia-Pacific: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Asia-Pacific: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: China: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: China: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Japan: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Japan: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: India: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: India: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: South Korea: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: South Korea: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Australia: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Australia: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Indonesia: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Indonesia: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Others: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Others: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Europe: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Europe: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Germany: Feminine Douching Products Market: Sales Value (in Million US\$),

2017 & 2022

Figure 40: Germany: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: France: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: France: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: United Kingdom: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: United Kingdom: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Italy: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Italy: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Spain: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Spain: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Russia: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Russia: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Others: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Others: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Latin America: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Latin America: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Brazil: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Brazil: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Mexico: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Mexico: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Others: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Others: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Middle East and Africa: Feminine Douching Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Middle East and Africa: Feminine Douching Products Market: Breakup by Country (in %), 2022

Figure 63: Middle East and Africa: Feminine Douching Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Global: Feminine Douching Products Industry: Drivers, Restraints, and Opportunities

Figure 65: Global: Feminine Douching Products Industry: Value Chain Analysis

Figure 66: Global: Feminine Douching Products Industry: Porter's Five Forces Analysis

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