

Feminine Hygiene Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global feminine hygiene products market size reached US\$ 26.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 35.5 Billion by 2028, exhibiting a growth rate (CAGR) of 4.93% during 2023-2028.

Feminine hygiene products refer to personal care products which are used by women during vaginal discharge, menstruation and other bodily functions related to genitalia. They play a crucial role in maintaining a woman's reproductive health and supporting proper intimate hygiene practices so as to avoid any kind of infections. Growing awareness about personal hygiene among women coupled with the inclination towards the utilization of convenient and handy sanitary products is creating a huge demand for feminine hygiene products across the globe.

Global Feminine Hygiene Products Market Drivers/Constraints:

As an increasing number of women are becoming financially independent, the leading players are trying to target them directly and influence their purchasing behavior which, in turn, is providing a boost to the sales of feminine hygiene products.

The manufacturers nowadays are focusing on introducing innovative and organic products which are comfortable, scented and have higher absorption capability. They are also developing unique marketing and promotional strategies which is attracting a larger consumer-base.

Several governments and NGOs are taking initiatives to promote the use of feminine hygiene products among the underprivileged and rural women population as well as to manufacture and distribute sanitary pads at affordable costs which is creating a positive outlook for the market.

The utilization of hazardous chemicals in the manufacturing of feminine hygiene

products can cause adverse health effects. In addition to this, the disposal of these products can lead to clogging of drains which, in turn, is hindering the sales of these products.

Key Market Segmentation:

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

Breakup by Product Type:

- Sanitary Pads
- Panty Liners
- Tampons
- Spray and Internal Cleaners
- Others

Based on product types, the market has been segmented into sanitary pads, panty liners, tampons, sprays and internal cleansers, and others. Amongst these, sanitary pads are the most popular product type as they provide comfort to women.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Beauty Stores and Pharmacies
- Online Stores
- Others

On the basis of distribution channels, the report finds that supermarkets and hypermarkets are the largest distribution channels which offer a wide range of products to the consumers under one roof. Other segments include specialty stores, beauty stores and pharmacies, and online stores.

Regional Insights:

- Asia Pacific
- North America

Europe

Middle East and Africa

Latin America

Region-wise, Asia Pacific represents the leading market of feminine hygiene products. Growing awareness about the importance of personal hygiene is increasing the demand for these products in the region. Other major regions include North America, Europe, Middle East and Africa, and Latin America.

Competitive Landscape:

The competitive landscape of the market has also been analyzed covering the profiles of the leading manufacturers. Some of the key players operating in the market are:

Procter & Gamble

Edgewell Personal Care

Unicharm

Kimberly-Clark Corporation

Kao Corporation

This report provides a deep insight into the global feminine hygiene products market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the feminine hygiene products industry in any manner.

Key Questions Answered in This Report

1. What was the size of the global feminine hygiene products market in 2022?
2. What is the expected growth rate of the global feminine hygiene products market during 2023-2028?
3. What are the key factors driving the global feminine hygiene products market?
4. What has been the impact of COVID-19 on the global feminine hygiene products market?
5. What is the breakup of the global feminine hygiene products market based on the product type?
6. What is the breakup of the global feminine hygiene products market based on the distribution channel?
7. What are the key regions in the global feminine hygiene products market?

8. Who are the key players/companies in the global feminine hygiene products market?

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