

Feminine Hygiene Products Market Report by Product Type (Sanitary Pads, Panty Liners, Tampons, Spray and Internal Cleaners, and Others), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Beauty Stores and Pharmacies, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global feminine hygiene products market size reached US\$ 27.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 41.4 Billion by 2032, exhibiting a growth rate (CAGR) of 4.4% during 2024-2032. The increasing concerns about genital health, heightening menstrual awareness among women, and the easy availability of products through online and offline retail channels represent some of the key factors driving the market.

Feminine hygiene products are essential personal care items that women use to manage their menstrual cycles, vaginal discharge, and other bodily functions related to their genitalia. These products include wipes, tampons, pads, menstrual cups, panty liners, internal cleansers, sprays, disposable and reusable razors, and blades. They are manufactured using air-laid paper, wood pulp, tissue, polyethylene films, glues, release papers, and absorbent fibers from cotton and rayon. They aim to support women's reproductive health by ensuring proper intimate hygiene to prevent infections and allergies. Moreover, they provide security and confidence, allowing women to participate in sports, swimming, and other activities without worry. With a wide variety of shapes and sizes available, these products cater to the diverse needs of women worldwide, promoting both internal and external health.

The growing awareness and acceptance of menstrual hygiene management practices

will stimulate the growth of the market during the forecast period. The rising female population, particularly in developing regions, has augmented the demand for these products. Additionally, the increasing focus on women's empowerment and gender equality is contributing to the market growth. Adequate access to and use of these products is crucial in supporting women's overall well-being, allowing them to participate fully in education, work, and social activities without disruption. Furthermore, numerous technological advancements and product innovations are driving the market toward growth. Manufacturers are continuously developing new products that provide improved comfort, absorption, and convenience to meet the evolving needs and preferences of consumers. For instance, the introduction of menstrual cups and reusable pads has gained popularity owing to their eco-friendly and cost-effective nature. Moreover, the emerging trend of e-commerce and online retailing has made them more accessible to a broader consumer base, thereby fueling the market growth.

Feminine Hygiene Products Market Trends/Drivers:

Rise in Awareness and Education Among the Masses

A rise in awareness and education about menstrual health and hygiene have played a vital role in driving the product demand. Governments, NGOs, and educational institutions have recognized the significance of promoting menstrual hygiene management and have taken various favorable initiatives to create awareness among the masses. These efforts include educational programs, workshops, and campaigns to destigmatize menstruation and provide accurate information about menstrual health. This increased knowledge has shifted attitudes and behaviors, with women prioritizing their menstrual health and seeking reliable and effective sanitary products. The efforts to promote awareness and education about menstrual health and hygiene have improved menstrual hygiene practices globally. As a result, the demand for these products has increased significantly as more women recognize the importance of using appropriate and reliable sanitary products to manage their periods effectively.

Surge in Focus on Women Empowerment and Gender Equality

The focus on women empowerment and gender equality has been a significant driving force behind the growth of the market. It stems from the recognition that access to safe and reliable menstrual hygiene products is not only a matter of basic hygiene but also a fundamental right that enables women to fully participate in various aspects of their lives. Empowering women includes ensuring their access to appropriate menstrual hygiene products that cater to their unique needs and preferences. When women have access to reliable and high-quality products, they can manage their menstrual cycles

with confidence, comfort, and dignity. This access enables them to engage in educational pursuits, pursue career opportunities, and participate actively in social and community activities without the fear or discomfort associated with inadequate menstrual hygiene.

Ongoing Technological Advancements and Product Innovations

Technological advancements and product innovations have been instrumental in shaping the market, fueling its growth and meeting the evolving needs and preferences of women. Manufacturers are continuously investing in research and development (R&D) to develop new and improved products that offer enhanced comfort, absorption, and convenience. One significant innovation that has gained popularity is the menstrual cup. Menstrual cups offer increased comfort, longer wear time, and reduced environmental impact, making them a popular choice among women seeking eco-friendly options. Moreover, eco-friendly materials have gained traction in the feminine hygiene market. Various key players are now incorporating biodegradable and organic materials into their products, reducing environmental impact and catering to the growing demand for sustainable options. Technological advancements have also resulted in the development of innovative features and designs, thereby propelling market growth.

Feminine Hygiene Products Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global feminine hygiene products market report, along with forecasts at the global and regional levels from 2024-2032. 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

Sanitary pads dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes sanitary pads, panty liners, tampons, spray and internal

cleaners, and others. According to the report, sanitary pads represented the largest segment.

Sanitary pads have emerged as the most popular product type in the market due to several key drivers. Sanitary pads offer high absorbency levels and reliable protection against the menstrual flow, ensuring women's comfort and confidence during their menstrual cycle. Moreover, the easy availability and accessibility of sanitary pads, as they are easily found in various retail outlets, making them convenient and accessible for women in different regions, is propelling the market growth.

Apart from this, sanitary pads have a long-standing presence and familiarity in the market. They have been used for generations to establish trust and reliability among women. Furthermore, the rising popularity of sanitary pads as they prioritize comfort and convenience with their soft materials and contoured designs, ensuring a comfortable fit and ease of use, thereby accelerating the product adoption rate. Overall, the combination of absorbency, accessibility, familiarity, and comfort has solidified sanitary pads as the preferred choice for women seeking menstrual hygiene products.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Beauty Stores and Pharmacies

Online Stores

Others

Supermarkets and Hypermarkets hold the largest share in the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, beauty stores and pharmacies, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets offer various products from different brands, providing customers with a comprehensive selection. This broad variety ensures consumers find specific products that meet their preferences and needs. Moreover, supermarkets and hypermarkets provide convenience by offering a one-stop shopping experience, thereby driving market growth.

Additionally, supermarkets and hypermarkets offer competitive pricing due to their strong bargaining power and economies of scale. In line with this, the shifting consumer preferences toward supermarkets and hypermarkets as they help them secure favorable deals with manufacturers and suppliers are catalyzing the market expansion. Furthermore, supermarkets and hypermarkets are investing in strategic marketing and promotional activities, such as in-store displays and advertising campaigns, which enhance the visibility and awareness. This marketing support and brand presence build consumer trust and confidence in purchasing these products from supermarkets and hypermarkets, which in turn is positively influencing market growth.

Breakup by Region:

Asia Pacific

North America

Europe

Middle East and Africa

Latin America

Asia Pacific exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, North America, Europe, Middle East and Africa, and Latin America. According to the report, Asia Pacific was the largest market.

The main factors driving the market in Asia Pacific included the rising awareness about genital health, increasing affordability, and easy availability of products. The region's large population, especially in developing countries like China and India with substantial populations, creates a vast consumer base. This population size and the region's steady population growth contribute to the market growth. Moreover, increasing urbanization in the Asia Pacific region plays a significant role. As more people migrate to cities, there is a rise in disposable income levels. This increase in purchasing power allows individuals to prioritize personal care products, including feminine hygiene products. Furthermore, the growing recognition about the importance of menstrual health and hygiene and a reduction in the stigma and taboos associated with menstruation have accelerated the acceptance and demand in the Asia Pacific region. Apart from this, governments of various nations in the Asia Pacific region have launched initiatives and campaigns to educate and empower women regarding menstrual health, thereby propelling market growth.

Competitive Landscape:

The market is experiencing a lower-than-anticipated demand compared to pre-pandemic levels. However, this is likely to witness a paradigm shift over the next decade with increased access to feminine hygiene products globally and a rise in purchasing power due to the widened middle-class bracket. The market is witnessing a steady increase in research and development initiatives as well as investments resulting in improved technology, a better supply chain, and the use of new materials for manufacturing high-quality products at a lower cost. Additionally, leading companies in the industry are introducing organic sanitary napkins with high absorption capacity and eco-friendly materials owing to the growing environmental awareness. We expect the market to witness new entrants, portfolio consolidations, and increased strategic collaborations to drive healthy competition within the domain.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Procter & Gamble

Edgewell Personal Care

Unicharm

Kimberly-Clark Corporation

Kao Corporation

Recent Developments:

In February 2019, Procter & Gamble acquired This is C, a period care startup that manufactures organic pads and tampons.

In 2019, Unicharm Corporation launched Sofy Chojukusui (ultra-sound sleep) Pant, which is a pant-type feminine napkin.

In April 2022, Kimberly-Clark Corporation launched new Poise Ultra-Thin Pads with Wings. The Poise thinnest pads guarantee up to 100% clean, dry, fresh protection from bladder leaks.

Key Questions Answered in This Report

1. What was the size of the global feminine hygiene products market in 2023?
2. What is the expected growth rate of the global feminine hygiene products market during 2024-2032?
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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