

India Reusable Sanitary Napkin Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/ID9C077469E3EN.html>

Date: March 2023

Pages: 106

Price: US\$ 2,299.00 (Single User License)

ID: ID9C077469E3EN

Abstracts

India reusable sanitary napkin market size reached INR 87.0 Crore in 2022. Looking forward, IMARC Group expects the market to reach INR 238.8 Crore by 2028, exhibiting a growth rate (CAGR) of 19.16% during 2023-2028.

Reusable sanitary napkins refer to reusable feminine sanitation products and are an alternative to disposable sanitary napkins or menstrual cups. These products are generally made from layers of absorbent fabrics, such as cotton flannel, bamboo, hemp, etc., to be used by women during menstruation. In comparison to disposable pads, reusable sanitary napkins are more hygienic due to the absence of toxic materials. As a result, reusable sanitary napkins tend to be more breathable and lower the risk of infections upon exposure to harsh and harmful chemicals present in conventional disposable pads.

India Reusable Sanitary Napkin Market Trends:

In India, the rising consumer consciousness towards the detrimental impact of disposable sanitary napkins on the environment is primarily driving the demand for reusable alternatives. Moreover, the high prevalence of skin allergies and urinary tract infections (UTIs) caused due to chemicals present in disposable napkins, is also propelling the market growth. Besides this, the expanding working women population and the growing female literacy rate are further leading to the escalating awareness towards menstrual health and hygiene. Additionally, the improving consumer living standards and increasing expenditures on high-grade and premium-quality feminine products are also catalyzing the sales of reusable sanitary napkins. Furthermore, the Indian government along with several NGOs and private organizations is creating awareness for promoting the utilization of reusable sanitary napkins, particularly across

the rural parts of the country. In line with this, the launch of numerous innovative technologies to produce reusable sanitary napkins from natural materials, such as banana fiber, cotton, hemp, etc., is acting as another significant growth-inducing factor. Moreover, various product manufacturers are adopting unique marketing strategies, including social media marketing and celebrity endorsements, to reach out to a larger consumer base. Besides this, the increasing product availability across brick-and-mortar distribution channels and e-commerce platforms is further expected to drive the India reusable sanitary napkins market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India reusable sanitary napkin market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on material type and distribution channel.

Breakup by Material Type:

- Cotton
- Bamboo
- Hemp
- Synthetic
- Others

Breakup by Distribution Channel:

- Online
- Pharmacies
- Supermarkets and Hypermarkets
- Others

Breakup by Region:

- South India
- North India
- West and Central India
- East India

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the

key players being Eco Femme, FabPad, Femy, Isweven, Pee Safe (Redcliffe Hygiene Pvt. Ltd.), Re:Pad, Rebelle Pads, Reboot-U, Relief Line, Sanfe (Redroom Technology Pvt. Ltd.), Saukhyam and Soch Green.

Key Questions Answered in This Report

1. What was the size of the India reusable sanitary napkin market in 2022?
2. What is the expected growth rate of the India reusable sanitary napkin market during 2023-2028?
3. What has been the impact of COVID-19 on the India reusable sanitary napkin market?
4. What are the key factors driving the India reusable sanitary napkin market?
5. What is the breakup of the India reusable sanitary napkin market based on the material type?
6. What is the breakup of the India reusable sanitary napkin market based on the distribution channel?
7. What are the key regions in the India reusable sanitary napkin market?
8. Who are the key players/companies in the India reusable sanitary napkin market?

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