

Indian Biodegradable Sanitary Napkin Market Report by Material Type (Bamboo-corn, Cotton, Banana Fibre, and Others), Distribution Channel (Online Channels, Offline Channels), and Region 2024-2032

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Abstracts

The Indian biodegradable sanitary napkin market size reached US\$ 23.2 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 198.7 Million by 2032, exhibiting a growth rate (CAGR) of 27% during 2024-2032. The increasing awareness about personal hygiene, rising working women, and the growing sales of hygiene products represent some of the key factors driving the market.

Biodegradable sanitary napkin is a feminine hygiene product designed to break down naturally and decompose without leaving any harmful residue in the environment. It is made from materials, such as corn starch, banana, organic cotton, bamboo, or other plant-based fibers. It minimizes the amount of waste that ends up in oceans and landfills, which help lessen pollution and protect wildlife. It is designed to be comfortable and absorbent and provide women protection from stains and inconvenience. It is also free from harmful chemicals and synthetic materials that can cause irritation or allergic reactions to women. It is available in slender, overnight, and scented variants that differ as per sizes, shapes, and absorbent capacities.

Indian Biodegradable Sanitary Napkin Market Trends:

Increasing concerns among women about personal health and hygiene represent one of the major factors driving the demand for biodegradable sanitary napkins in India. Moreover, several initiatives are being undertaken by the Government of India (GoI) and non-governmental organizations (NGOs) to spread awareness about the benefits of using hygiene products, such as biodegradable sanitary napkins, among the

underprivileged and rural women population. Besides this, the growing working women population and inflating disposable income levels are catalyzing the demand for premium biodegradable sanitary napkins with enhanced comfort and durability. In addition, key manufacturers are focusing on investing in promotional activities, such as celebrity endorsements, banners, television advertisements, and social media campaigns, to improve their existing sales and profitability. They are also investing in research and development (R&D) to upgrade their manufacturing technology to launch higher quality biodegradable sanitary napkins that absorb liquid faster, prevent leakage, and reduce irritation. Apart from this, there is an increase in the number of online retail platforms that offer biodegradable sanitary napkins at affordable rates and with easy availability through the comforts of the home. This, coupled with considerable growth in the pharmaceutical and e-commerce industries, is favoring the growth of the market in the country. Furthermore, the rising adoption of biodegradable sanitary napkins to minimize carbon footprints due to the growing environmental concerns is influencing the market positively.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Indian biodegradable sanitary napkin market report, along with forecasts at the country and state level from 2024-2032. Our report has categorized the market based on material type and distributional channel.

Material Type Insights:

- Bamboo-corn
- Cotton
- Banana Fibre
- Others

The report has provided a detailed breakup and analysis of the biodegradable sanitary napkin market based on the material type. This includes bamboo-corn, cotton, banana fibre, and others. According to the report, bamboo-corn represented the largest segment.

Distribution Channel Insights:

- Online Channels
- Offline Channels

A detailed breakup and analysis of the biodegradable sanitary napkin market based on the distribution channel has also been provided in the report. This includes online channels and offline channels. According to the report, offline channels accounted for the largest market share.

Regional Insights:

Maharashtra

Gujarat

Delhi-NCR

Tamil Nadu

Karnataka

The report has also provided a comprehensive analysis of all the major regional markets, which include Maharashtra, Gujarat, Delhi-NCR, Tamil Nadu, and Karnataka. According to the report, Maharashtra was the largest market for biodegradable sanitary napkins. Some of the factors driving the Maharashtra biodegradable sanitary napkin market included the increasing number of EV charging stations, product innovations, advanced technologies, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the Indian biodegradable sanitary napkin market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Anandi, Carmesi, Saathi, Sakhi, 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

1. How big is the Indian biodegradable sanitary napkin market?
2. What is the expected growth rate of the Indian biodegradable sanitary napkin market during 2024-2032?
3. What are the key factors driving the Indian biodegradable sanitary napkin market?
4. What has been the impact of COVID-19 on the Indian biodegradable sanitary napkin market?

5. What is the breakup of the Indian biodegradable sanitary napkin market based on the material type?
6. What is the breakup of the Indian biodegradable sanitary napkin market based on the distribution channel?
7. What are the key regions in the Indian biodegradable sanitary napkin market?
8. Who are the key players/companies in the Indian biodegradable sanitary napkin 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 INDIAN BIODEGRADABLE SANITARY NAPKIN MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Material Type
- 5.5 Market Breakup by Distribution Channel
- 5.6 Market Breakup by Region
- 5.7 Market Forecast
- 5.8 SWOT Analysis
 - 5.8.1 Overview
 - 5.8.2 Strengths
 - 5.8.3 Weaknesses
 - 5.8.4 Opportunities
 - 5.8.5 Threats
- 5.9 Value Chain Analysis

- 5.9.1 Overview
- 5.9.2 Inbound Logistics
- 5.9.3 Sanitary Napkin Manufacturers
- 5.9.4 Outbound Logistics
- 5.9.5 Marketing
- 5.9.6 Sales and Distribution
- 5.9.7 End-Use
- 5.10 Porters Five Forces Analysis
 - 5.10.1 Overview
 - 5.10.2 Bargaining Power of Buyers
 - 5.10.3 Bargaining Power of Suppliers
 - 5.10.4 Degree of Competition
 - 5.10.5 Threat of New Entrants
 - 5.10.6 Threat of Substitutes
- 5.11 Price Analysis
 - 5.11.1 Key Price Indicators
 - 5.11.2 Price Structure
 - 5.11.3 Margin Analysis

6 MARKET BREAKUP BY MATERIAL TYPE

- 6.1 Bamboo-corn
 - 6.1.1 Market Performance
 - 6.1.2 Market Forecast
- 6.2 Cotton
 - 6.2.1 Market Performance
 - 6.2.2 Market Forecast
- 6.3 Banana Fibre
 - 6.3.1 Market Performance
 - 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Performance
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Online Channels
 - 7.1.1 Market Performance
 - 7.1.2 Market Forecast

7.2 Offline Channels

7.2.1 Market Performance

7.2.2 Market Forecast

8 MARKET BREAKUP BY REGION

8.1 Maharashtra

8.1.1 Market Performance

8.1.2 Market Forecast

8.2 Gujarat

8.2.1 Market Performance

8.2.2 Market Forecast

8.3 Delhi-NCR

8.3.1 Market Performance

8.3.2 Market Forecast

8.4 Tamil Nadu

8.4.1 Market Performance

8.4.2 Market Forecast

8.5 Karnataka

8.5.1 Market Performance

8.5.2 Market Forecast

9 COMPETITIVE LANDSCAPE

9.1 Market Structure

9.2 Key Players

9.3 Profiles of Key Players

9.3.1 Anandi

9.3.2 Carmesi

9.3.3 Saathi

9.3.4 Sakhi

List Of Tables

LIST OF TABLES

Table 1: India: Biodegradable Sanitary Napkin Market: Key Industry Highlights, 2023 and 2032

Table 2: India: Biodegradable Sanitary Napkin Market Forecast: Breakup by Material Type (in Million US\$), 2024-2032

Table 3: India: Biodegradable Sanitary Napkin Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 4: India: Biodegradable Sanitary Napkin Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 5: India: Biodegradable Sanitary Napkin Market: Competitive Structure

Table 6: India: Biodegradable Sanitary Napkin Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: India: Biodegradable Sanitary Napkin Market: Major Drivers and Challenges

Figure 2: India: Biodegradable Sanitary Napkin Market: Sales Value (in Million US\$), 2018-2023

Figure 3: India: Biodegradable Sanitary Napkin Market: Breakup by Material Type (in %), 2023

Figure 4: India: Biodegradable Sanitary Napkin Market: Breakup by Distribution Channel (in %), 2023

Figure 5: India: Biodegradable Sanitary Napkin Market: Breakup by Region (in %), 2023

Figure 6: India: Biodegradable Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 7: India: Biodegradable Sanitary Napkin Industry: SWOT Analysis

Figure 8: India: Biodegradable Sanitary Napkin Industry: Value Chain Analysis

Figure 9: India: Biodegradable Sanitary Napkin Industry: Porter's Five Forces Analysis

Figure 10: India: Biodegradable Sanitary Napkin Market (Bamboo-corn): Sales Value (in Million US\$), 2018 & 2023

Figure 11: India: Biodegradable Sanitary Napkin Market Forecast (Bamboo-corn): Sales Value (in Million US\$), 2024-2032

Figure 12: India: Biodegradable Sanitary Napkin Market (Cotton): Sales Value (in Million US\$), 2018 & 2023

Figure 13: India: Biodegradable Sanitary Napkin Market Forecast (Cotton): Sales Value (in Million US\$), 2024-2032

Figure 14: India: Biodegradable Sanitary Napkin Market (Banana Fibre): Sales Value (in Million US\$), 2018 & 2023

Figure 15: India: Biodegradable Sanitary Napkin Market Forecast (Banana Fibre): Sales Value (in Million US\$), 2024-2032

Figure 16: India: Biodegradable Sanitary Napkin Market (Other Material Types): Sales Value (in Million US\$), 2018 & 2023

Figure 17: India: Biodegradable Sanitary Napkin Market Forecast (Other Material Types): Sales Value (in Million US\$), 2024-2032

Figure 18: India: Biodegradable Sanitary Napkin Market (Online Channels): Sales Value (in Million US\$), 2018 & 2023

Figure 19: India: Biodegradable Sanitary Napkin Market Forecast (Online Channels): Sales Value (in Million US\$), 2024-2032

Figure 20: India: Biodegradable Sanitary Napkin Market (Offline Channels): Sales Value (in Million US\$), 2018 & 2023

Figure 21: India: Biodegradable Sanitary Napkin Market Forecast (Offline Channels): Sales Value (in Million US\$), 2024-2032

Figure 22: Maharashtra: Biodegradable Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Maharashtra: Biodegradable Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Gujarat: Biodegradable Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Gujarat: Biodegradable Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Delhi-NCR: Biodegradable Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Delhi-NCR: Biodegradable Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Tamil Nadu: Biodegradable Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Tamil Nadu: Biodegradable Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Karnataka: Biodegradable Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Karnataka: Biodegradable Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

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