

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

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## Abstracts

### Market Overview:

The Indian sanitary napkin market size reached US\$ 688.9 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,227.1 Million by 2028, exhibiting a growth rate (CAGR) of 9.5% during 2023-2028.

Sanitary napkins, or sanitary pads, are thin pads made of absorbent materials. They play a vital role in feminine hygiene as they soak the menstrual fluid during menstruation. A sanitary napkin contains four functional components including fluid acquisition layer, distribution component, absorbent structure and liquid impervious membrane. These napkins can be found in different sizes and shapes with varying capacities of absorption. In India, the increasing awareness about menstrual hygiene is supporting the demand for sanitary napkins. Moreover, the utilization of high-quality and environment-friendly raw materials to produce these pads is further providing an impetus to the growth of the market.

Over the past few years, the Government of India has started partnering with several private entities and non-governmental organizations to take initiatives for popularizing the use of sanitary napkins, particularly among the underprivileged and rural women. Some of these initiatives include the Reproductive and Child Health Program, Eco Femme and My Pad. In addition to this, an expansion in the female workforce has led to improved decision-making and purchasing power among women. Owing to this, manufacturers can directly target the female audience and, in turn, influence their purchasing behavior. Technological advances, such as superabsorbent fiber technology, have further enabled manufacturers to focus on introducing high absorption

capability in sanitary napkins. Other than this, they are also introducing organic and chemical-free variants, which is having a positive impact on market growth.

#### Key Market Segmentation:

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

#### Breakup by Product Type:

- Disposable Menstrual Pads
- Cloth Menstrual Pads
- Biodegradable Menstrual Pads

At present, disposable menstrual pads represent the most popular product type. The demand for these pads can be primarily attributed to the awareness campaigns led by the Central and State Governments, along with various NGOs and multinational companies.

#### Breakup by Distribution Channel:

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

The market is segmented on the basis of the distribution channel, wherein supermarkets and hypermarkets represent the largest segment, holding the majority of the total market share.

#### Regional Insights:

- Maharashtra
- Delhi-NCR
- Tamil Nadu

Karnataka  
Gujarat  
Others

On the geographical front, Maharashtra represents the biggest sanitary napkin market in India, holding the majority of the market share.

#### Competitive Landscape:

The nature of the market is concentrated with the presence of few manufacturers who compete in terms of prices, quality and innovation. Some of the leading players operating in the market are:

#### P&G

Johnson & Johnson  
Unicharm  
Emami, Ltd.  
Mankind  
Kimberly-Clark  
Edgewell

#### Key Questions Answered in This Report

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

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