

Indian Sanitary Napkin Market Report by Product Type (Disposable Menstrual Pads, Cloth Menstrual Pads, Biodegradable Menstrual Pads), Distribution Channel (Supermarkets and Hypermarkets, Pharmacies, Convenience Stores, Online, Specialty Stores, and Others), and Region 2024-2032

<https://marketpublishers.com/r/IC7DDF2769B7EN.html>

Date: April 2024

Pages: 119

Price: US\$ 2,699.00 (Single User License)

ID: IC7DDF2769B7EN

Abstracts

The Indian sanitary napkin market size reached US\$ 758.5 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,659.6 Million by 2032, exhibiting a growth rate (CAGR) of 8.8% during 2024-2032.

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 2024-2032. 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 2023?
2. What is the expected growth rate of the Indian sanitary napkin market during 2024-2032?
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?

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 GLOBAL SANITARY NAPKINS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Market Breakup by Region
- 5.4 Market Breakup by Product Type
- 5.5 Market Forecast

6 INDIAN SANITARY NAPKIN MARKET

- 6.1 Market Overview
- 6.2 Market Performance
 - 6.2.1 Volume Trends
 - 6.2.2 Value Trends

- 6.3 Impact of COVID-19
- 6.4 Price Analysis
 - 6.4.1 Key Price Indicators
 - 6.4.2 Price Structure
 - 6.4.3 Price Trends
- 6.5 Imports and Exports
 - 6.5.1 Imports by Major Countries
 - 6.5.2 Exports by Major Countries
- 6.6 Market Breakup by Product Type
- 6.7 Market Breakup by Distribution Channel
- 6.8 Market Breakup by Region
- 6.9 Market Forecast

7 MARKET BREAKUP BY PRODUCT TYPE

- 7.1 Disposable Menstrual Pads
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Cloth Menstrual Pads
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Biodegradable Menstrual Pads
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Pharmacies
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Convenience Stores
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Online
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast

8.5 Speciality Stores

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Others

8.6.1 Market Trends

8.6.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 Maharashtra

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Delhi-NCR

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Tamil Nadu

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Karnataka

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Gujarat

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 Others

9.6.1 Market Trends

9.6.2 Market Forecast

10 COMPETITIVE LANDSCAPE

10.1 Market Breakup by Key Players

10.2 Competitive Structure

10.3 Market Entry

10.3.1 Setting Up New Plant

10.3.2 Joint Ventures with Multinationals

10.3.3 Buying Equity in Existing Firms

11 VALUE CHAIN ANALYSIS

- 11.1 Overview
- 11.2 Raw Material Suppliers
- 11.3 Sanitary Napkin Manufacturers
- 11.4 Distributors
- 11.5 Hospitals
- 11.6 Exporters
- 11.7 Retailers

12 SWOT ANALYSIS

- 12.1 Overview
- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Rivalry
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 SANITARY NAPKIN MANUFACTURING PROCESS

- 14.1 Product Overview
- 14.2 Detailed Process Flow
- 14.3 Various Unit Operations Involved
- 14.4 Mass Balance and Raw Material Requirements

15 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

- 15.1 Land, Location and Site Development
- 15.2 Construction Requirements and Expenditures
- 15.3 Plant Machinery
- 15.4 Machinery Pictures
- 15.5 Raw Materials Requirements and Expenditures

- 15.6 Raw Material and Final Product Pictures
- 15.7 Packaging Requirements and Expenditures
- 15.8 Transportation Requirements and Expenditures
- 15.9 Utilities Requirements and Expenditures
- 15.10 Manpower Requirements and Expenditures
- 15.11 Other Capital Investments

16 LOANS AND FINANCIAL ASSISTANCE

17 PROJECT ECONOMICS

- 17.1 Capital Cost of the Project
- 17.2 Techno-Economic Parameters
- 17.3 Product Pricing and Margins across Various Levels of the Supply Chain
- 17.4 Taxation and Depreciation
- 17.5 Income Projections
- 17.6 Expenditure Projections
- 17.7 Financial Analysis
- 17.8 Profit Analysis

18 PROFILES OF KEY PLAYERS

List Of Tables

LIST OF TABLES

Table 1: Global: Sanitary Napkins Market: Key Industry Highlights, 2023 and 2032

Table 2: India: Sanitary Napkin Market: Key Industry Highlights, 2023 and 2032

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

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

Table 5: India: Sanitary Napkin Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: India: Diapers and Sanitary Napkins: Import Data by Country, 2022

Table 7: India: Diapers and Sanitary Napkins: Export Data by Country, 2022

Table 8: India: Sanitary Napkin Market: Competitive Structure

Table 9: India: Sanitary Napkin Market: Key Players

Table 10: Sanitary Napkins Manufacturing Plant: Raw Material Requirements in (Tons/Day)

Table 11: Sanitary Napkin Manufacturing Plant: Costs Related to Land and Site Development (in US\$)

Table 12: Sanitary Napkin Manufacturing Plant: Costs Related to Civil Works

Table 13: Sanitary Napkin Manufacturing Plant: Costs Related to Plant Machinery (in US\$)

Table 14: Sanitary Napkin Manufacturing Plant: Raw Material Requirements (in Kg/Day) and Expenditures (US\$/Kg)

Table 15: Sanitary Napkin Manufacturing Plant: Utility Requirements and Expenditures

Table 16: Sanitary Napkin Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)

Table 17: Sanitary Napkin Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)

Table 18: Details of Financial Assistance Offered by Financial Institutions

Table 19: Sanitary Napkin Manufacturing Plant: Capital Costs (in US\$)

Table 20: Sanitary Napkin Manufacturing Plant: Techno-Economic Parameters

Table 21: Sanitary Napkin Manufacturing Plant: Taxation (in US\$/Year)

Table 22: Sanitary Napkin Manufacturing Plant: Depreciation (in US\$/Year)

Table 23: Sanitary Napkin Manufacturing Plant: Income Projections (in US\$)

Table 24: Sanitary Napkin Manufacturing Plant: Expenditure Projections (in US\$)

Table 25: Sanitary Napkin Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability (in US\$)

Table 26: Sanitary Napkin Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)

Table 27: Sanitary Napkin Manufacturing Plant: Profit and Loss Account (in US\$)

List Of Figures

LIST OF FIGURES

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

Figure 2: Global: Sanitary Napkins Market: Sales Volume (in Billion Pieces), 2018-2023

Figure 3: Global: Sanitary Napkins Market: Sales Value (in Billion US\$), 2018-2023

Figure 4: Global: Sanitary Napkins Market: Breakup by Region (in %), 2023

Figure 5: Global: Sanitary Napkins Market: Breakup by Product Type (in %), 2023

Figure 6: Global: Sanitary Napkins Market Forecast: Sales Volume (in Billion Pieces), 2024-2032

Figure 7: Global: Sanitary Napkins Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 8: India: Sanitary Napkin Market: Sales Volume (in Million Pieces), 2018-2023

Figure 9: India: Sanitary Napkin Market: Sales Value (in Million US\$), 2018-2023

Figure 10: India: Sanitary Napkin Market: Average Prices (in US\$/Piece), 2018-2023

Figure 11: Sanitary Napkin Market: Price Structure

Figure 12: India: Diapers and Sanitary Napkins: Import Volume Breakup by Country (in %), 2022

Figure 13: India: Diapers and Sanitary Napkins: Export Volume Breakup by Country (in %), 2022

Figure 14: India: Sanitary Napkin Market: Breakup by Product Type (in %), 2023

Figure 15: India: Sanitary Napkin Market: Breakup by Distribution Channel (in %), 2023

Figure 16: India: Sanitary Napkin Market: Breakup by Region (in %), 2023

Figure 17: India: Sanitary Napkin Market Forecast: Sales Volume (in Million Pieces), 2024-2032

Figure 18: India: Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: India: Sanitary Napkin (Disposable Menstrual Pads) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: India: Sanitary Napkin (Disposable Menstrual Pads) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: India: Sanitary Napkin (Cloth Menstrual Pads) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: India: Sanitary Napkin (Cloth Menstrual Pads) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: India: Sanitary Napkin (Biodegradable Menstrual Pads) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: India: Sanitary Napkin (Biodegradable Menstrual Pads) Market Forecast:

Sales Value (in Million US\$), 2024-2032

Figure 25: India: Sanitary Napkin Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023

Figure 26: India: Sanitary Napkin Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2024-2032

Figure 27: India: Sanitary Napkin Market: Sales through Pharmacies (in Million US\$), 2018 & 2023

Figure 28: India: Sanitary Napkin Market Forecast: Sales through Pharmacies (in Million US\$), 2024-2032

Figure 29: India: Sanitary Napkin Market: Sales through Convenience Stores (in Million US\$), 2018 & 2023

Figure 30: India: Sanitary Napkin Market Forecast: Sales through Convenience Stores (in Million US\$), 2024-2032

Figure 31: India: Sanitary Napkin Market: Online Sales (in Million US\$), 2018 & 2023

Figure 32: India: Sanitary Napkin Market Forecast: Online Sales (in Million US\$), 2024-2032

Figure 33: India: Sanitary Napkin Market: Sales through Speciality Stores (in Million US\$), 2018 & 2023

Figure 34: India: Sanitary Napkin Market Forecast: Sales through Speciality Stores (in Million US\$), 2024-2032

Figure 35: India: Sanitary Napkin Market: Sales through Other Distribution Channels (in Million US\$), 2018 & 2023

Figure 36: India: Sanitary Napkin Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2024-2032

Figure 37: Maharashtra: Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Maharashtra: Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Delhi-NCR: Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Delhi-NCR: Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Tamil Nadu: Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Tamil Nadu: Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Karnataka: Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Karnataka: Sanitary Napkin Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 45: Gujarat: Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Gujarat: Sanitary Napkin Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 47: Others: Sanitary Napkin Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Others: Sanitary Napkin Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 49: India: Sanitary Napkin Market: Breakup by Key Player (in %), 2023

Figure 50: India: Sanitary Napkin Industry: Value Chain Analysis

Figure 51: India: Sanitary Napkin Industry: SWOT Analysis

Figure 52: India: Sanitary Napkin Industry: Porter's Five Forces Analysis

Figure 53: Sanitary Napkin Manufacturing Process: Detailed Process Flow

Figure 54: Sanitary Napkin Manufacturing Process: Conversion Rate of Products and
By Products

Figure 55: Sanitary Napkin Manufacturing Plant: Breakup of Capital Costs (in %)

Figure 56: Sanitary Napkin Industry: Profit Margins at Various Stages of Supply Chain

Figure 57: Sanitary Napkin Manufacturing Plant: Breakup of Operational Costs

Figure 58: The Procter & Gamble Company: SWOT Analysis

Figure 59: Johnson & Johnson Company: SWOT Analysis

Figure 60: Unicharm Corporation: SWOT Analysis

Figure 61: Kimberly-Clark Corporation: SWOT Analysis

I would like to order

Product name: Indian Sanitary Napkin Market Report by Product Type (Disposable Menstrual Pads, Cloth Menstrual Pads, Biodegradable Menstrual Pads), Distribution Channel (Supermarkets and Hypermarkets, Pharmacies, Convenience Stores, Online, Specialty Stores, and Others), and Region 2024-2032

Product link: <https://marketpublishers.com/r/IC7DDF2769B7EN.html>

Price: US\$ 2,699.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IC7DDF2769B7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970