

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

<https://marketpublishers.com/r/N890735C251EEN.html>

Date: September 2023

Pages: 125

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

ID: N890735C251EEN

## Abstracts

### Market Overview:

The North America sanitary napkin market size reached US\$ 5.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.5 Billion by 2028, exhibiting a growth rate (CAGR) of 4.2% during 2023-2028.

Sanitary napkins, also known as sanitary or menstrual pads, are thin pads, which are made from absorbent materials, such as cotton or cellulose. They help in absorbing the uterine flow during menstruation. Sanitary napkins are available in different shapes and sizes, with different absorption capacities. Most sanitary napkins in the market are disposable and meant for single use. However, reusable sanitary napkins are also being introduced by manufacturers that can be washed, dried and reused.

North America sanitary napkin market is currently being driven by several factors. The high per capita income levels coupled with the increased health consciousness among the consumers has positively influenced the demand for premium quality sanitary napkins in the region. Moreover, various technological advancements, such as super-absorbent fiber technology, the introduction of organic products, and the absence of chemicals in sanitary napkins are expected to catalyze the market growth in the upcoming years.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the North America sanitary napkin market report, along with forecasts at the regional and country levels from 2023-2028. Our report has categorized the market based on type and

distribution channel.

Key Regions Analysed

United States

Canada

Analysis for Each Country

Market by Type

Menstrual Pad

Pantyliner

Market by Distribution Channel

Supermarkets and Hypermarkets

Pharmacies

Convenience Stores

Online Stores

Specialty Stores

Others

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

Competitive Landscape

Competitive Structure

Key Player Profiles

IMARC Group's latest report provides a deep insight into the North America sanitary napkin market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the North America sanitary napkin market in any manner.

Key Questions Answered in This Report:

How has the North America sanitary napkin market performed so far and how will it perform in the coming years?

What are the key regions in the North America sanitary napkin market?

- What has been the impact of COVID-19 on the North America sanitary napkin market?
- What is the breakup of the North America sanitary napkin market on the basis of type?
- What is the breakup of the North America sanitary napkin market on the basis of distribution channel?
- What are the various stages in the value chain of the North America sanitary napkin industry?
- What are the key driving factors and challenges in the North America sanitary napkin industry?
- What is the structure of the North America sanitary napkin industry and who are the key players?
- What is the degree of competition in the North America sanitary napkin industry?

## 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 NAPKIN MARKET**

5.1 Market Performance

5.2 Market Breakup by Type

5.3 Market Breakup by Distribution Channel

5.4 Market Breakup by Region

5.5 Market Forecast

### **6 NORTH AMERICA SANITARY NAPKIN MARKET**

6.1 Market Performance

6.2 Impact of COVID-19

6.3 Market Forecast

### **7 NORTH AMERICA SANITARY NAPKIN MARKET: BREAKUP BY TYPE**

7.1 Menstrual Pad

7.2 Pantyliner

## **8 NORTH AMERICA SANITARY NAPKIN MARKET: BREAKUP BY DISTRIBUTION CHANNEL**

8.1 Supermarkets and Hypermarkets

8.2 Pharmacies

8.3 Convenience Stores

8.4 Online Stores

8.5 Specialty Stores

8.6 Others

## **9 NORTH AMERICA SANITARY NAPKIN MARKET: BREAKUP BY COUNTRY**

9.1 United States

9.1.1 Historical Market Trends

9.1.2 Market Breakup by Type

9.1.3 Market Breakup by Distribution Channel

9.1.4 Market Forecast

9.2 Canada

9.2.1 Historical Market Trends

9.2.2 Market Breakup by Type

9.2.3 Market Breakup by Distribution Channel

9.2.4 Market Forecast

## **10 SWOT ANALYSIS**

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

11.1 Overview

11.2 Research and Development

11.3 Raw Material Procurement

- 11.4 Manufacturing
- 11.5 Marketing
- 11.6 Distribution
- 11.7 End-Use

## **12 PORTER'S FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Rivalry
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players

## List Of Tables

### LIST OF TABLES

Table 1: North America: Sanitary Napkin Market: Key Industry Highlights, 2022 and 2028

Table 2: North America: Sanitary Napkin Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: North America: Sanitary Napkin Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: North America: Sanitary Napkin Market Forecast: Breakup by Country (in Million US\$), 2023-2028

Table 5: North America: Sanitary Napkin Market: Competitive Structure

Table 6: North America: Sanitary Napkin Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: North America: Sanitary Napkin Market: Major Drivers and Challenges

Figure 2: Global: Sanitary Napkin Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Sanitary Napkin Market: Breakup by Type (in %), 2022

Figure 4: Global: Sanitary Napkin Market: Breakup by Distribution Channel (in %), 2022

Figure 5: Global: Sanitary Napkin Market: Breakup by Region (in %), 2022

Figure 6: Global: Sanitary Napkin Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 7: North America: Sanitary Napkin Market: Sales Value (in Billion US\$), 2017-2022

Figure 8: North America: Sanitary Napkin Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 9: North America: Sanitary Napkin Market: Breakup by Type (in %), 2022

Figure 10: North America: Sanitary Napkin (Menstrual Pad) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: North America: Sanitary Napkin (Menstrual Pad) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: North America: Sanitary Napkin (Pantyliner) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: North America: Sanitary Napkin (Pantyliner) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: North America: Sanitary Napkin Market: Breakup by Distribution Channel (in %), 2022

Figure 15: North America: Sanitary Napkin Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022

Figure 16: North America: Sanitary Napkin Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 17: North America: Sanitary Napkin Market: Sales through Pharmacies (in Million US\$), 2017 & 2022

Figure 18: North America: Sanitary Napkin Market Forecast: Sales through Pharmacies (in Million US\$), 2023-2028

Figure 19: North America: Sanitary Napkin Market: Sales through Convenience Stores (in Million US\$), 2017 & 2022

Figure 20: North America: Sanitary Napkin Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 21: North America: Sanitary Napkin Market: Sales through Online Stores (in



Million US\$), 2017 & 2022

Figure 22: North America: Sanitary Napkin Market Forecast: Sales through Online Stores (in Million US\$), 2023-2028

Figure 23: North America: Sanitary Napkin Market: Sales through Specialty Stores (in Million US\$), 2017 & 2022

Figure 24: North America: Sanitary Napkin Market Forecast: Sales through Specialty Stores (in Million US\$), 2023-2028

Figure 25: North America: Sanitary Napkin Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 26: North America: Sanitary Napkin Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 27: North America: Sanitary Napkin Market: Breakup by Country (in %), 2022

Figure 28: United States: Sanitary Napkin Market: Sales Value (in Million US\$), 2017-2022

Figure 29: United States: Sanitary Napkin Market: Breakup by Type (in %), 2022

Figure 30: United States: Sanitary Napkin Market: Breakup by Distribution Channel (in %), 2022

Figure 31: United States: Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Canada: Sanitary Napkin Market: Sales Value (in Million US\$), 2017-2022

Figure 33: Canada: Sanitary Napkin Market: Breakup by Type (in %), 2022

Figure 34: Canada: Sanitary Napkin Market: Breakup by Distribution Channel (in %), 2022

Figure 35: Canada: Sanitary Napkin Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: North America: Sanitary Napkin Industry: SWOT Analysis

Figure 37: North America: Sanitary Napkin Industry: Value Chain Analysis

Figure 38: North America: Sanitary Napkin Industry: Porter's Five Forces Analysis

## I would like to order

Product name: North America Sanitary Napkin Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/N890735C251EEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N890735C251EEN.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

