

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

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## Abstracts

The global sanitary napkin market size reached US\$ 25.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 34.0 Billion by 2028, exhibiting a growth rate (CAGR) of 4.5% during 2023-2028.

Sanitary napkins, also known as menstrual or sanitary pads, are absorbent items that are worn by women primarily for absorbing menstrual blood. They comprise numerous layers of quilted cotton fabric or other super absorbent polymers and plastics. They are currently available in various shapes and sizes, with different absorption capabilities. For several years, women have relied on homemade cotton clothes to deal with the menstrual cycle. However, the growing awareness among women about feminine hygiene has spurred the demand for sanitary napkins across the globe.

Governments in numerous countries, in confluence with various non-profit organizations (NGOs), are undertaking initiatives to spread awareness among women about feminine hygiene, particularly in the developing economies. For example, governments in various African countries are distributing free sanitary napkins to school girls to promote menstrual education. Apart from this, manufacturers are introducing low-cost products and focusing on product diversification to expand their consumer-base. For instance, they are launching napkins with wings and fragrances while minimizing the pad thickness. Further, the market is also influenced by aggressive promotions and marketing strategies adopted by major players in the industry. Moreover, the improving purchasing power of women, coupled with the increasing number of companies offering sanitary pad subscription plans, is another factor leading to a rise in the demand for premium products.

### Key Market Segmentation:

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

### Breakup by Type:

Menstrual Pad  
Pantyliner

Menstrual pads currently represent the most commonly used product as they assist in absorbing more menstrual blood than pantyliners.

### Breakup by Distribution Channel:

Supermarkets and Hypermarkets  
Pharmacies  
Convenience Stores  
Online  
Specialty Stores  
Others

Pharmacies exhibit a clear dominance in the market as they are generally located in, or around, residential areas.

### Regional Insights:

North America  
Europe  
Asia Pacific  
Latin America  
Middle East and Africa

At present, Asia Pacific enjoys a leading position in the global sanitary napkin market. This can be attributed to the rising disposable incomes and improving standards of living in the region.

### Competitive Landscape:

The competitive landscape of the market has been analyzed along with the detailed profiles of the major players operating in the industry. Some of the key players covered in this report are:

Procter & Gamble  
Kimberly-Clark Corporation  
Hengan International Group Company Limited  
Edgewell Personal Care Company  
Kao Corporation

#### Key Questions Answered in This Report

1. What was the global sanitary napkin market size in 2022?
2. What will be the global sanitary napkin market outlook during the forecast period (2023-2028)?
3. What are the global sanitary napkin market drivers?
4. What are the major trends in the global sanitary napkin market?
5. What is the impact of COVID-19 on the global sanitary napkin market?
6. What is the global sanitary napkin market breakup by type?
7. What is the global sanitary napkin market breakup by distribution channel?
8. What are the major regions in the global sanitary napkin market?

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