

Tampon Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global tampon market size reached US\$ 5.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.1 Billion by 2028, exhibiting a growth rate (CAGR) of 6.0% during 2022-2028.

Tampons are feminine hygiene products introduced into a body cavity or canal to absorb uterine secretions or flow during menstruation. They are generally made using absorbent materials like cotton or rayon that are produced with an elemental chlorine-free bleaching process. As compared to their counterparts, such as sanitary napkins, tampons are easy to use and available in a wide range of unique sizes, shapes, and absorption capabilities. Nowadays, leading players are coming up with tampons that have small sticks of cardboard or plastic to make their application convenient and hassle-free. They are also focusing on the launch of fragrance and fragrance-free product variants.

Tampon Market Trends:

A surge in awareness about personal hygiene among women, along with the rising female workforce participation, represents one of the key factors catalyzing the demand for disposable tampons worldwide. Moreover, governing agencies of numerous countries are undertaking initiatives to promote menstrual hygiene. For instance, under the Period Products Free Provision Act, the Scottish Government introduced a program that provides free and universal access to feminine hygiene products like tampons and pads for women of all age groups. Apart from this, as tampons are seamless, travel-friendly, and provide a protective leakage barrier. The increasing participation of women in sports and other physical activities is positively influencing their utilization across the globe for optimal function during their performance. Furthermore, the leading manufacturers are making organic tampons that are free from synthetic chemicals, pesticides, and fertilizers. This, in confluence with the growing awareness about the harmful impact of chemicals present in everyday products on health and the

environment, is driving the demand for tampons around the world.

Key Market Segmentation:

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

Breakup by Type:

Radially Wound Pledget

Rectangular/Square Pad

Breakup by Material:

Cotton

Rayon

Blended

Breakup by Distribution Channel:

Pharmacy and Retail Stores

Online Stores

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Cora, Corman S.p.A, Cotton High Tech S.L., Edgewell Personal Care Company, Johnson & Johnson, Kimberly-Clark Corporation, Lil-Lets UK Ltd (Premier FMCG (Pty) Ltd), The Procter & Gamble Company, TZMO SA and Unicharm Corporation.

Key Questions Answered in This Report

1. How big is the global tampon market?
2. What is the expected growth rate of the global tampon market during 2023-2028?
3. What are the key factors driving the global tampon market?
4. What has been the impact of COVID-19 on the global tampon market?
5. What is the breakup of the global tampon market based on the type?
6. What is the breakup of the global tampon market based on the material?
7. What is the breakup of the global tampon market based on the distribution channel?
8. What are the key regions in the global tampon market?
9. Who are the key players/companies in the global tampon market?

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