

# Europe Feminine Hygiene Products Market Analysis (2018-2024)

<https://marketpublishers.com/r/E8F2627BF48EN.html>

Date: August 2018

Pages: 74

Price: US\$ 1,800.00 (Single User License)

ID: E8F2627BF48EN

## Abstracts

The Europe Feminine Hygiene Products Market would witness market growth of 7.4% CAGR during the forecast period (2018 – 2024).

The feminine hygiene products market comprises different products such as sanitary pads, tampons, panty liners and shields, internal cleansers & sprays and disposable razors & blades. These products help women in maintaining personal hygiene.

In European market, a general trend has been observed that the sales of full-size or maxi pads is significantly decreasing across the countries, providing opportunities to the ultra-thin products. The market is experiencing growth as consumers are more aware and have higher disposable income. Additionally, the demand for the advanced feminine hygiene products such as tampon and panty liners is on rise.

Based on the Product type, the Feminine Hygiene Products market is segmented into Sanitary Pads, Panty Liners, Tampons & Menstrual Cups, Spray & Hygiene Wash, and Other Products. Based on the Distribution Channel, the market is segmented into Supermarkets & Hypermarkets, Convenience Stores/Department Stores, Specialty stores, Retail Pharmacies, and Online Platforms. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Edgewell Personal Care Company, Procter & Gamble Co., Unicharm Corporation, Kimberly-Clark Corporation, Lil-Lets Group Ltd., Essity Aktiebolag (SCA Hygiene Group), Johnson & Johnson, Kao Corporation, First Quality Enterprises, Inc., and Hengan International Group Co. Ltd.

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