

LAMEA Feminine Hygiene Products Market Analysis (2018-2024)

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Abstracts

The Latin America, Middle East and Africa Feminine Hygiene Products Market would witness market growth of 8.0% 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.

Mid-range feminine hygiene products are gaining popularity in the Latin America feminine hygiene products market owing to low purchasing power. Furthermore, changing lifestyle, increase in the number of working women population and mounting preferences for convenient products are driving the demand for feminine hygiene products across Latin America.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stakeholders 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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