

North America Feminine Hygiene Products Market Analysis (2018-2024)

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Abstracts

The North America Feminine Hygiene Products Market would witness market growth of 7.2% 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.

North American markets for Feminine Hygiene products witnessed higher demand, despite continued price pressure and fierce competition. Growth in the organized retail market, technological advancements, and increasing demand for organic products have been the other factors driving the growth of the feminine hygiene products market.

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 U.S., Mexico, Canada, and Rest of North America.

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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