

Women Intimate Care Market - Forecasts from 2020 to 2025

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Abstracts

Global Women Intimate Care market was valued at US\$14.020 billion in 2019. The growth of this market is majorly attributed to rising awareness among female consumers regarding intimate hygiene. Expanding supermarket and hypermarket chains, as well as specialty stores, are also contributing to the rising adoption of women's intimate care products by enabling the easy availability of these products. Moreover, rising purchasing power has further led to the mushrooming demand for premium intimate care products among women. With the working female population growing rapidly, the demand for high-quality intimate care products is increasing which is boosting the global market growth of women intimate care.

An increasing number of cases related to genital skin diseases is also encouraging women across the globe to focus more on intimate hygiene, thus positively impacting the global women intimate care market growth. Rising cases of reproductive tract infections (RTIs) among adolescents is also driving the demand for intimate care products among girls. Furthermore, governments and international organizations are also creating global awareness about the benefits of maintaining feminine hygiene which is also contributing substantially to the market growth of women intimate care. For example, in 2018, UNICEF launched a campaign promoting positive menstrual hygiene in Pakistan. In 2019, Everteen launched 'The Fix Your Periods' online campaign to create a large-scale awareness on modern methods of menstrual hygiene management (MHM) which was supported by the Indian Medical Academy for Preventive Health (IMAPH), Women Health Organization (WHO), and HEAL Foundation. Even in schools, girls are now being taught about the importance of feminine hygiene which is also influencing the demand for intimate care products. However, lack of proper education and awareness about female hygiene and related products along with the inaccessibility to these products in developing countries is hindering the overall global market growth

of women intimate care.

The Global Women Intimate Care market has been segmented on the basis of product type, age group distribution channel, and geography. On the basis of product type, the market segmentation has been done as an intimate wash, intimate wipes, moisturizers and creams, powder, and others. By age group, the Global Women Intimate Care market has been segmented as 12-19 years, 20-29 years, 30-39 years, and 40 years and above. The Women Intimate Care market has also been segmented by distribution channel as online and offline.

Intimate wipes gaining popularity

By product type, intimate wash holds the major market share as the female population of all age groups are increasingly using this product in order to maintain the natural pH balance while maintaining hygiene and cleanliness. Intimate wash helps to reduce the risk of vulvovaginal disease. Supported by international guidelines, daily gentle cleansing of the vulva is an important part of the feminine hygiene and overall intimate health. Rising awareness among women is helping them to choose a carefully formulated and clinically-tested intimate wash that provides targeted antimicrobial and other health benefits. Intimate wipes are also gaining popularity worldwide as these are very convenient for females during traveling.

Online segment to witness at a higher CAGR between 2020 and 2025

By distribution channel, the online segment is projected to witness a noteworthy CAGR during the forecast period owing to the booming global e-commerce industry. Moreover, growing international trade of personal care and hygiene products also offers customers to choose from various international brands that are easily available on online stores, thereby driving the market growth of Women Intimate Care across this segment.

APAC is the fastest-growing regional market

Geographically, the global Women Intimate Care market has been segmented as North America, South America, Europe, Middle East and Africa, and Asia Pacific. Asia Pacific women intimate care market is projected to witness the highest CAGR during the forecast period. Growing awareness among young consumers about the necessity of intimate hygiene products coupled with rising disposable incomes is significantly driving the demand for various women intimate care products in the region. Furthermore, the booming e-commerce industry in countries like China and India has also made these

products easily accessible which is further accelerating the market growth of women intimate care across this region. With the growing focus of personal care among women in this region, market players are expanding their reach with new startups to keep entering this regional market which will further boost the women intimate care market growth during the next five years.

North America accounts for a significant market share owing to the high awareness about these products among women supported by high spending on personal care and hygiene. Growing cases of skin diseases, itching, odor, and other intimate health problems due to unclean intimate areas is further spurring the use of different intimate care products in countries like the U.S. and Canada, thereby driving the market growth.

Recent Developments:

June 2020: Hygiene and wellness brand Pee Safe launched a range of new feminine intimate care products including reusable sanitary pads, intimate hygiene powder, oxo-biodegradable disposable bags, and an undergarment sanitizer spray.

March 2020: Leading FMCG player Hindustan Unilever (HUL) acquired female intimate hygiene wash brand VWash from Glenmark Pharmaceuticals.

February 2020: Female hygiene brand Sanfe raised INR 8 crore in a Pre-Series A funding round from SucSEED Venture Partners, Elixir Pharma, BIRAC, and Titan Capital.

February, 2020: Daio Paper Corporation announced to acquire all shares of ?zen Ki?isel Bak?m ?r?nleri ?retim A.?. (?zen) in Turkey.

October 2019: Sanfe launched rash-free period care range.

January 2018: Women's intimate health and wellness company Joylux announced that the company secured \$5 million in its Series A round of financing.

Competitive Insights

Prominent key market players in the Global Women Intimate Care market include Redcliffe Hygiene Private Limited, SANFE.IN, Joylux, Inc, Hindustan Unilever Limited, Procter & Gamble, Johnson & Johnson, QUEEN V, ALYK, Bodyform, and KCWW. These companies hold a noteworthy share in the market on account of their good brand image and product offerings. Major players in the Global Women Intimate Care market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last two years.

Segmentation

By Product Type

Intimate Wash

Intimate Wipes

Moisturizers and Creams

Powder

Others

By Age Group

12-19 years

20-29 years

30-39 years

40 years and above

By Distribution Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Italy

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Australia

Others

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