

# 2018 Top 5 Period Panties (Menstrual Underwear) Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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## Abstracts

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Panties in American English (typically called knickers in British English) are a form of underwear usually worn by women for Cross-dressing or for other reasons. Most of period panties provide leak-proof protection; some can actually be worn instead of a pad or tampon.

North America is the largest consumption place, with a consumption market share nearly 36% in 2016. Following Asia Pacific is the second largest consumption place with the consumption market share of over 33%.

Average industry gross margin is about 60%, that is to say, Period Panties Project is a good investment choice. However, disadvantage factors and threat such as high price in Period Panties Industry should be considered.

Over the next five years, LPI(LP Information) projects that Period Panties (Menstrual Underwear) will register a 28.0% CAGR in terms of revenue, reach US\$ 350 million by 2023, from US\$ 79 million in 2017.

This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

THINX Inc

PantyProp

Knixwear

Lunapads International

Modibodi

Period Panteez

Anigan

Vv SkiVvys

Uucare

DEAR KATE

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Women (25-50)

Girls (15-24)

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Retail Outlets

Online Shop

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