

Global Feminine Hygiene Products OEM/ODM Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Feminine Hygiene Products OEM/ODM market size is predicted to grow from US\$ 20421 million in 2025 to US\$ 30088 million in 2032; it is expected to grow at a CAGR of 5.8% from 2026 to 2032.

Feminine hygiene products OEM/ODM refers to professional manufacturers commissioned by brand owners, retailers, e-commerce platforms, or channel clients to provide contract manufacturing and product development services for feminine hygiene products such as sanitary napkins, panty liners, tampons, period panties, and disposable sanitary underwear. In OEM, the client typically provides the brand, product specifications, formula, or design requirements, while the manufacturer is primarily responsible for raw material procurement, production, quality control, packaging, and delivery. ODM, on the other hand, involves the manufacturer further undertaking product structure design, material combination, absorbency development, formula optimization, packaging design, sample making, and mass production. This industry combines the attributes of consumer goods manufacturing, hygiene product quality management, and brand supply chain services. Its core capabilities are mainly reflected in absorbent core design, selection of surface and bottom film materials, breathable and leak-proof structural design, production automation, quality control, flexible production, and the ability to adapt to regulations and client standards in different countries and regions.

The feminine hygiene products OEM/ODM industry has room for stable growth and structural upgrading in the future. On the one hand, traditional products such as sanitary napkins and panty liners have strong inelastic consumer attributes. On the other hand, period panties, organic cotton hygiene products, ultra-thin high-absorbency products, products for sensitive skin, products made from sustainable materials, and high-end

period care products are continuously expanding market demand. With the increase of new consumer brands, cross-border e-commerce brands, and retailers' own brands, some companies tend to reduce investment in building their own factories and entrust R&D, production, and supply chain to mature OEM/ODM manufacturers, thereby driving up the penetration rate of professional contract manufacturing. At the same time, consumers' requirements for comfort, breathability, leak-proof performance, material safety, environmental protection, and personalized design are constantly increasing, causing the competitive focus of OEM/ODM manufacturers to gradually shift from simple production capacity and price to material R&D, product structure innovation, rapid prototyping, flexible manufacturing, regulatory compliance, and global delivery capabilities. It is expected that leading companies with automated production capabilities, stable raw material supply systems, multi-category development capabilities, and international customer certification experience will gain a more significant advantage in the future, and industry concentration and the proportion of ODM business are expected to further increase.

Report Scope

LPI (LP Information)' newest research report, the “Feminine Hygiene Products OEM/ODM Industry Forecast” looks at past sales and reviews total world Feminine Hygiene Products OEM/ODM sales in 2025, providing a comprehensive analysis by region and market sector of projected Feminine Hygiene Products OEM/ODM sales for 2026 through 2032. With Feminine Hygiene Products OEM/ODM sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Feminine Hygiene Products OEM/ODM industry.

This Insight Report provides a comprehensive analysis of the global Feminine Hygiene Products OEM/ODM landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Feminine Hygiene Products OEM/ODM portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Feminine Hygiene Products OEM/ODM market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Feminine Hygiene Products OEM/ODM and breaks down the forecast by Service Model, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of

bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Feminine Hygiene Products OEM/ODM.

This report presents a comprehensive overview, market shares, and growth opportunities of Feminine Hygiene Products OEM/ODM market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Service Model:

OEM

ODM

Segmentation by End Market:

Mass Market

Mid-to-High-End

High-End/Professional

Segmentation by Product Parameters:

Lightweight Absorbent

Standard Absorbent

High Absorbent

Ultra-High Absorbent

Segmentation by Type:

Sanitary Napkins

Tampons

Menstrual Cups

Pads

Others

Segmentation by Application:

Brand Manufacturer (OEM for Branded Products such as Sanitary Napkins, Panty Liners, Tampons, Period Panties, Disposable Underwear, etc.)

Retail Private Label (Supermarkets, Convenience Stores, Pharmacies, Department Stores, etc.)

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

KNH Enterprise

Shuya

G&E Healthcare Co., Ltd

ZHEJIANG B.I. Industrial Co.,Ltd.

AoGrand

Foshan Yurun Sanitary Article Co., Ltd.

Niceday

Fujian Yifa Group

Ontex Group NV

Drylock Technologies

Tradis, Inc.

Wager International Pvt. Ltd.

Reetta Hygiene Pvt. Ltd.

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