

Global Menstrual Cups Market Growth 2025-2031

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Abstracts

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The global Menstrual Cups market size is predicted to grow from US\$ 637 million in 2025 to US\$ 813 million in 2031; it is expected to grow at a CAGR of 4.1% from 2025 to 2031.

A menstrual cup is a reusable feminine hygiene product made of medical-grade silicone, rubber, or latex, designed to collect menstrual fluid. It is inserted into the vagina and forms a seal to prevent leaks, providing a sustainable and eco-friendly alternative to disposable pads and tampons. Menstrual cups are available in various sizes and shapes to suit different anatomical needs, and they can be worn for up to 12 hours, depending on flow.

The menstrual cup market is driven by the growing awareness of eco-friendly and cost-effective menstrual hygiene products. With increasing concerns about the environmental impact of disposable pads and tampons, menstrual cups offer a sustainable alternative, as they are reusable and have a lifespan of several years. Additionally, rising campaigns promoting menstrual health awareness and the benefits of menstrual cups, particularly in emerging economies, are expanding their adoption.

Despite their benefits, the adoption of menstrual cups faces challenges due to cultural taboos and stigma surrounding menstrual hygiene in many regions. Lack of awareness and misconceptions about their usage, particularly in rural and underprivileged areas, further limit market penetration. Moreover, the initial learning curve for proper insertion and removal can deter first-time users, impacting their widespread acceptance.

Diva, Iriscup, The Keeper and MeLuna are the leading producers of menstrual cups, with the top three accounting for around 20%. North America is the main market,

accounting for about 45%, followed by Europe, accounting for about 30%.

LP Information, Inc. (LPI) ' newest research report, the “Menstrual Cups Industry Forecast” looks at past sales and reviews total world Menstrual Cups sales in 2024, providing a comprehensive analysis by region and market sector of projected Menstrual Cups sales for 2025 through 2031. With Menstrual Cups sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Menstrual Cups industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Menstrual Cups and breaks down the forecast by Type, 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 Menstrual Cups.

This report presents a comprehensive overview, market shares, and growth opportunities of Menstrual Cups market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Silicon

Natural Gum Rubber (Latex)

Thermoplastic Elastomer (TPE)

Segmentation by Application:

Supermarkets

Drugstore

Online Shop

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 analysing the company's coverage, product portfolio, its market penetration.

Diva

Iriscup

The Keeper

MeLuna

Anigan

Femmycycle

Lunette

Mooncup (UK)

The Flex Company

AllMatters

LadyCup

FemmeCup

Ruby Life

LifeCup

Monzcare

Lena Cup

SckoonCup

Saalt

Intimina

Cora Cup

Key Questions Addressed in this Report

What is the 10-year outlook for the global Menstrual Cups market?

What factors are driving Menstrual Cups market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Menstrual Cups market opportunities vary by end market size?

How does Menstrual Cups break out by Type, by Application?

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