

Global Sanitary Napkins Market Growth 2024-2030

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Abstracts

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A sanitary napkin, sanitary towel, sanitary pad, menstrual pad, or pad is an absorbent item worn by women while menstruating, recovering from vaginal surgery, for lochia (post-birth bleeding), after an abortion, or in any other situation where it is necessary to absorb a flow of blood from the vagina.

The global Sanitary Napkins market size is projected to grow from US\$ 26210 million in 2024 to US\$ 34200 million in 2030; it is expected to grow at a CAGR of 4.5% from 2024 to 2030.

LP Information, Inc. (LPI) ' newest research report, the "Sanitary Napkins Industry Forecast" looks at past sales and reviews total world Sanitary Napkins sales in 2023, providing a comprehensive analysis by region and market sector of projected Sanitary Napkins sales for 2024 through 2030. With Sanitary Napkins sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sanitary Napkins industry.

This Insight Report provides a comprehensive analysis of the global Sanitary Napkins 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 Sanitary Napkins portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Sanitary Napkins market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sanitary Napkins 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 Sanitary Napkins.

Global key players of Sanitary Napkins include Procter & Gamble, Kimberly-Clark, Unicharm, Essity, Hengan, etc. The top five players hold a share about 40%. Asia-Pacific is the largest market, and has a share about 53%, followed by North America and Europe with share 20% and 18%, separately. In terms of product type, Daily Use is the largest segment, occupied for a share of 63%. In terms of application, Supermarket has a share about 41 percent.

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

Segmentation by Type:

Daily Use

Night Use

Segmentation by Application:

Hypermarket

Supermarket

Convenience Store

Online Sales

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

Procter & Gamble

Kimberly-Clark

Unicharm

Essity

Hengan

Kenvue (Johnson & Johnson)

Kao Corporation

Kingdom Healthcare

Edgewell Personal Care

Baiya Corporation

Drylock Technologies

Ontex

Elleair

TZMO

C-BONS Holding

Purcotton

Jieling

Henan Shulai Sanitation Products

Corman

Fujian Hengli

Albaad

Hayat Kimya

KleanNara

Celluloses de Broc?liande

Mega Disposables

Premier FMCG

Eurofil

First Quality

Natracare

The Honey Pot

Seventh Generation

Qianjin Group

Key Questions Addressed in this Report

What is the 10-year outlook for the global Sanitary Napkins market?

What factors are driving Sanitary Napkins market growth, globally and by region?

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

How do Sanitary Napkins market opportunities vary by end market size?

How does Sanitary Napkins break out by Type, by Application?

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