

Global Tampons Market Growth 2025-2031

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Abstracts

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The global Tampons market size is predicted to grow from US\$ 4202 million in 2025 to US\$ 6001 million in 2031; it is expected to grow at a CAGR of 6.1% from 2025 to 2031.

A Tampon refers to a plug of absorbent material inserted into a body cavity or wound to stop a flow of blood or to absorb secretions, especially one designed for insertion into the vagina during menstruation.

Market competition is intense. Procter & Gamble, Playtex, Kimberly-Clark, Johnson & Johnson are the leaders of the industry, with about 61% market shares.

Europe is the largest supplier of Tampons, with a production market share 39%. And the consumption market share is nearly 34%. The second place is America, following Europe with the production market share of 28%. And the sales market share is 26%.

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

This Insight Report provides a comprehensive analysis of the global Tampons 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 Tampons portfolios and capabilities, market entry strategies, market positions, and geographic

footprints, to better understand these firms' unique position in an accelerating global Tampons market.

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

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

Segmentation by Type:

Tampons with Applicator

Tampons without Applicator

Segmentation by Application:

Pharmacy

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

Playtex

Kimberly-Clark

Johnson & Johnson

Unicharm

Natracare

Libra

Lil-lets

Tempo

MOXIE

Rossmann

SCA

Key Questions Addressed in this Report

What is the 10-year outlook for the global Tampons market?

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

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

How do Tampons market opportunities vary by end market size?

How does Tampons break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Tampons Annual Sales 2020-2031
 - 2.1.2 World Current & Future Analysis for Tampons by Geographic Region, 2020, 2024 & 2031
 - 2.1.3 World Current & Future Analysis for Tampons by Country/Region, 2020, 2024 & 2031
- 2.2 Tampons Segment by Type
 - 2.2.1 Tampons with Applicator
 - 2.2.2 Tampons without Applicator
- 2.3 Tampons Sales by Type
 - 2.3.1 Global Tampons Sales Market Share by Type (2020-2025)
 - 2.3.2 Global Tampons Revenue and Market Share by Type (2020-2025)
 - 2.3.3 Global Tampons Sale Price by Type (2020-2025)
- 2.4 Tampons Segment by Application
 - 2.4.1 Pharmacy
 - 2.4.2 Online Sales
 - 2.4.3 Others
- 2.5 Tampons Sales by Application
 - 2.5.1 Global Tampons Sale Market Share by Application (2020-2025)
 - 2.5.2 Global Tampons Revenue and Market Share by Application (2020-2025)
 - 2.5.3 Global Tampons Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

- 3.1 Global Tampons Breakdown Data by Company
 - 3.1.1 Global Tampons Annual Sales by Company (2020-2025)
 - 3.1.2 Global Tampons Sales Market Share by Company (2020-2025)
- 3.2 Global Tampons Annual Revenue by Company (2020-2025)
 - 3.2.1 Global Tampons Revenue by Company (2020-2025)
 - 3.2.2 Global Tampons Revenue Market Share by Company (2020-2025)
- 3.3 Global Tampons Sale Price by Company
- 3.4 Key Manufacturers Tampons Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Tampons Product Location Distribution
 - 3.4.2 Players Tampons Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR TAMPONS BY GEOGRAPHIC REGION

- 4.1 World Historic Tampons Market Size by Geographic Region (2020-2025)
 - 4.1.1 Global Tampons Annual Sales by Geographic Region (2020-2025)
 - 4.1.2 Global Tampons Annual Revenue by Geographic Region (2020-2025)
- 4.2 World Historic Tampons Market Size by Country/Region (2020-2025)
 - 4.2.1 Global Tampons Annual Sales by Country/Region (2020-2025)
 - 4.2.2 Global Tampons Annual Revenue by Country/Region (2020-2025)
- 4.3 Americas Tampons Sales Growth
- 4.4 APAC Tampons Sales Growth
- 4.5 Europe Tampons Sales Growth
- 4.6 Middle East & Africa Tampons Sales Growth

5 AMERICAS

- 5.1 Americas Tampons Sales by Country
 - 5.1.1 Americas Tampons Sales by Country (2020-2025)
 - 5.1.2 Americas Tampons Revenue by Country (2020-2025)
- 5.2 Americas Tampons Sales by Type (2020-2025)
- 5.3 Americas Tampons Sales by Application (2020-2025)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Tampons Sales by Region

6.1.1 APAC Tampons Sales by Region (2020-2025)

6.1.2 APAC Tampons Revenue by Region (2020-2025)

6.2 APAC Tampons Sales by Type (2020-2025)

6.3 APAC Tampons Sales by Application (2020-2025)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Tampons by Country

7.1.1 Europe Tampons Sales by Country (2020-2025)

7.1.2 Europe Tampons Revenue by Country (2020-2025)

7.2 Europe Tampons Sales by Type (2020-2025)

7.3 Europe Tampons Sales by Application (2020-2025)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Tampons by Country

8.1.1 Middle East & Africa Tampons Sales by Country (2020-2025)

8.1.2 Middle East & Africa Tampons Revenue by Country (2020-2025)

8.2 Middle East & Africa Tampons Sales by Type (2020-2025)

8.3 Middle East & Africa Tampons Sales by Application (2020-2025)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Tampons

10.3 Manufacturing Process Analysis of Tampons

10.4 Industry Chain Structure of Tampons

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Tampons Distributors

11.3 Tampons Customer

12 WORLD FORECAST REVIEW FOR TAMPONS BY GEOGRAPHIC REGION

12.1 Global Tampons Market Size Forecast by Region

12.1.1 Global Tampons Forecast by Region (2026-2031)

12.1.2 Global Tampons Annual Revenue Forecast by Region (2026-2031)

12.2 Americas Forecast by Country (2026-2031)

12.3 APAC Forecast by Region (2026-2031)

12.4 Europe Forecast by Country (2026-2031)

12.5 Middle East & Africa Forecast by Country (2026-2031)

12.6 Global Tampons Forecast by Type (2026-2031)

12.7 Global Tampons Forecast by Application (2026-2031)

13 KEY PLAYERS ANALYSIS

13.1 Procter & Gamble

13.1.1 Procter & Gamble Company Information

13.1.2 Procter & Gamble Tampons Product Portfolios and Specifications

13.1.3 Procter & Gamble Tampons Sales, Revenue, Price and Gross Margin (2020-2025)

13.1.4 Procter & Gamble Main Business Overview

13.1.5 Procter & Gamble Latest Developments

13.2 Playtex

13.2.1 Playtex Company Information

13.2.2 Playtex Tampons Product Portfolios and Specifications

13.2.3 Playtex Tampons Sales, Revenue, Price and Gross Margin (2020-2025)

13.2.4 Playtex Main Business Overview

13.2.5 Playtex Latest Developments

13.3 Kimberly-Clark

13.3.1 Kimberly-Clark Company Information

13.3.2 Kimberly-Clark Tampons Product Portfolios and Specifications

13.3.3 Kimberly-Clark Tampons Sales, Revenue, Price and Gross Margin (2020-2025)

13.3.4 Kimberly-Clark Main Business Overview

13.3.5 Kimberly-Clark Latest Developments

13.4 Johnson & Johnson

13.4.1 Johnson & Johnson Company Information

13.4.2 Johnson & Johnson Tampons Product Portfolios and Specifications

13.4.3 Johnson & Johnson Tampons Sales, Revenue, Price and Gross Margin (2020-2025)

13.4.4 Johnson & Johnson Main Business Overview

13.4.5 Johnson & Johnson Latest Developments

13.5 Unicharm

13.5.1 Unicharm Company Information

13.5.2 Unicharm Tampons Product Portfolios and Specifications

13.5.3 Unicharm Tampons Sales, Revenue, Price and Gross Margin (2020-2025)

13.5.4 Unicharm Main Business Overview

13.5.5 Unicharm Latest Developments

13.6 Natracare

13.6.1 Natracare Company Information

13.6.2 Natracare Tampons Product Portfolios and Specifications

13.6.3 Natracare Tampons Sales, Revenue, Price and Gross Margin (2020-2025)

13.6.4 Natracare Main Business Overview

13.6.5 Natracare Latest Developments

13.7 Libra

- 13.7.1 Libra Company Information
- 13.7.2 Libra Tampons Product Portfolios and Specifications
- 13.7.3 Libra Tampons Sales, Revenue, Price and Gross Margin (2020-2025)
- 13.7.4 Libra Main Business Overview
- 13.7.5 Libra Latest Developments
- 13.8 Lil-lets
 - 13.8.1 Lil-lets Company Information
 - 13.8.2 Lil-lets Tampons Product Portfolios and Specifications
 - 13.8.3 Lil-lets Tampons Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.8.4 Lil-lets Main Business Overview
 - 13.8.5 Lil-lets Latest Developments
- 13.9 Tempo
 - 13.9.1 Tempo Company Information
 - 13.9.2 Tempo Tampons Product Portfolios and Specifications
 - 13.9.3 Tempo Tampons Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.9.4 Tempo Main Business Overview
 - 13.9.5 Tempo Latest Developments
- 13.10 MOXIE
 - 13.10.1 MOXIE Company Information
 - 13.10.2 MOXIE Tampons Product Portfolios and Specifications
 - 13.10.3 MOXIE Tampons Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.10.4 MOXIE Main Business Overview
 - 13.10.5 MOXIE Latest Developments
- 13.11 Rossmann
 - 13.11.1 Rossmann Company Information
 - 13.11.2 Rossmann Tampons Product Portfolios and Specifications
 - 13.11.3 Rossmann Tampons Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.11.4 Rossmann Main Business Overview
 - 13.11.5 Rossmann Latest Developments
- 13.12 SCA
 - 13.12.1 SCA Company Information
 - 13.12.2 SCA Tampons Product Portfolios and Specifications
 - 13.12.3 SCA Tampons Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.12.4 SCA Main Business Overview
 - 13.12.5 SCA Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Tampons Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Table 2. Tampons Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)

Table 3. Major Players of Tampons with Applicator

Table 4. Major Players of Tampons without Applicator

Table 5. Global Tampons Sales by Type (2020-2025) & (M Units)

Table 6. Global Tampons Sales Market Share by Type (2020-2025)

Table 7. Global Tampons Revenue by Type (2020-2025) & (\$ million)

Table 8. Global Tampons Revenue Market Share by Type (2020-2025)

Table 9. Global Tampons Sale Price by Type (2020-2025) & (USD/K Units)

Table 10. Global Tampons Sale by Application (2020-2025) & (M Units)

Table 11. Global Tampons Sale Market Share by Application (2020-2025)

Table 12. Global Tampons Revenue by Application (2020-2025) & (\$ million)

Table 13. Global Tampons Revenue Market Share by Application (2020-2025)

Table 14. Global Tampons Sale Price by Application (2020-2025) & (USD/K Units)

Table 15. Global Tampons Sales by Company (2020-2025) & (M Units)

Table 16. Global Tampons Sales Market Share by Company (2020-2025)

Table 17. Global Tampons Revenue by Company (2020-2025) & (\$ millions)

Table 18. Global Tampons Revenue Market Share by Company (2020-2025)

Table 19. Global Tampons Sale Price by Company (2020-2025) & (USD/K Units)

Table 20. Key Manufacturers Tampons Producing Area Distribution and Sales Area

Table 21. Players Tampons Products Offered

Table 22. Tampons Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

Table 23. New Products and Potential Entrants

Table 24. Market M&A Activity & Strategy

Table 25. Global Tampons Sales by Geographic Region (2020-2025) & (M Units)

Table 26. Global Tampons Sales Market Share Geographic Region (2020-2025)

Table 27. Global Tampons Revenue by Geographic Region (2020-2025) & (\$ millions)

Table 28. Global Tampons Revenue Market Share by Geographic Region (2020-2025)

Table 29. Global Tampons Sales by Country/Region (2020-2025) & (M Units)

Table 30. Global Tampons Sales Market Share by Country/Region (2020-2025)

Table 31. Global Tampons Revenue by Country/Region (2020-2025) & (\$ millions)

Table 32. Global Tampons Revenue Market Share by Country/Region (2020-2025)

Table 33. Americas Tampons Sales by Country (2020-2025) & (M Units)

Table 34. Americas Tampons Sales Market Share by Country (2020-2025)
Table 35. Americas Tampons Revenue by Country (2020-2025) & (\$ millions)
Table 36. Americas Tampons Sales by Type (2020-2025) & (M Units)
Table 37. Americas Tampons Sales by Application (2020-2025) & (M Units)
Table 38. APAC Tampons Sales by Region (2020-2025) & (M Units)
Table 39. APAC Tampons Sales Market Share by Region (2020-2025)
Table 40. APAC Tampons Revenue by Region (2020-2025) & (\$ millions)
Table 41. APAC Tampons Sales by Type (2020-2025) & (M Units)
Table 42. APAC Tampons Sales by Application (2020-2025) & (M Units)
Table 43. Europe Tampons Sales by Country (2020-2025) & (M Units)
Table 44. Europe Tampons Revenue by Country (2020-2025) & (\$ millions)
Table 45. Europe Tampons Sales by Type (2020-2025) & (M Units)
Table 46. Europe Tampons Sales by Application (2020-2025) & (M Units)
Table 47. Middle East & Africa Tampons Sales by Country (2020-2025) & (M Units)
Table 48. Middle East & Africa Tampons Revenue Market Share by Country (2020-2025)
Table 49. Middle East & Africa Tampons Sales by Type (2020-2025) & (M Units)
Table 50. Middle East & Africa Tampons Sales by Application (2020-2025) & (M Units)
Table 51. Key Market Drivers & Growth Opportunities of Tampons
Table 52. Key Market Challenges & Risks of Tampons
Table 53. Key Industry Trends of Tampons
Table 54. Tampons Raw Material
Table 55. Key Suppliers of Raw Materials
Table 56. Tampons Distributors List
Table 57. Tampons Customer List
Table 58. Global Tampons Sales Forecast by Region (2026-2031) & (M Units)
Table 59. Global Tampons Revenue Forecast by Region (2026-2031) & (\$ millions)
Table 60. Americas Tampons Sales Forecast by Country (2026-2031) & (M Units)
Table 61. Americas Tampons Annual Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 62. APAC Tampons Sales Forecast by Region (2026-2031) & (M Units)
Table 63. APAC Tampons Annual Revenue Forecast by Region (2026-2031) & (\$ millions)
Table 64. Europe Tampons Sales Forecast by Country (2026-2031) & (M Units)
Table 65. Europe Tampons Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 66. Middle East & Africa Tampons Sales Forecast by Country (2026-2031) & (M Units)
Table 67. Middle East & Africa Tampons Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 68. Global Tampons Sales Forecast by Type (2026-2031) & (M Units)
Table 69. Global Tampons Revenue Forecast by Type (2026-2031) & (\$ millions)
Table 70. Global Tampons Sales Forecast by Application (2026-2031) & (M Units)
Table 71. Global Tampons Revenue Forecast by Application (2026-2031) & (\$ millions)
Table 72. Procter & Gamble Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors
Table 73. Procter & Gamble Tampons Product Portfolios and Specifications
Table 74. Procter & Gamble Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)
Table 75. Procter & Gamble Main Business
Table 76. Procter & Gamble Latest Developments
Table 77. Playtex Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors
Table 78. Playtex Tampons Product Portfolios and Specifications
Table 79. Playtex Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)
Table 80. Playtex Main Business
Table 81. Playtex Latest Developments
Table 82. Kimberly-Clark Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors
Table 83. Kimberly-Clark Tampons Product Portfolios and Specifications
Table 84. Kimberly-Clark Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)
Table 85. Kimberly-Clark Main Business
Table 86. Kimberly-Clark Latest Developments
Table 87. Johnson & Johnson Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors
Table 88. Johnson & Johnson Tampons Product Portfolios and Specifications
Table 89. Johnson & Johnson Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)
Table 90. Johnson & Johnson Main Business
Table 91. Johnson & Johnson Latest Developments
Table 92. Unicharm Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors
Table 93. Unicharm Tampons Product Portfolios and Specifications
Table 94. Unicharm Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)
Table 95. Unicharm Main Business
Table 96. Unicharm Latest Developments

Table 97. Natracare Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors

Table 98. Natracare Tampons Product Portfolios and Specifications

Table 99. Natracare Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)

Table 100. Natracare Main Business

Table 101. Natracare Latest Developments

Table 102. Libra Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors

Table 103. Libra Tampons Product Portfolios and Specifications

Table 104. Libra Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)

Table 105. Libra Main Business

Table 106. Libra Latest Developments

Table 107. Lil-lets Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors

Table 108. Lil-lets Tampons Product Portfolios and Specifications

Table 109. Lil-lets Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)

Table 110. Lil-lets Main Business

Table 111. Lil-lets Latest Developments

Table 112. Tempo Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors

Table 113. Tempo Tampons Product Portfolios and Specifications

Table 114. Tempo Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)

Table 115. Tempo Main Business

Table 116. Tempo Latest Developments

Table 117. MOXIE Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors

Table 118. MOXIE Tampons Product Portfolios and Specifications

Table 119. MOXIE Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)

Table 120. MOXIE Main Business

Table 121. MOXIE Latest Developments

Table 122. Rossmann Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors

Table 123. Rossmann Tampons Product Portfolios and Specifications

Table 124. Rossmann Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K

Units) and Gross Margin (2020-2025)

Table 125. Rossmann Main Business

Table 126. Rossmann Latest Developments

Table 127. SCA Basic Information, Tampons Manufacturing Base, Sales Area and Its Competitors

Table 128. SCA Tampons Product Portfolios and Specifications

Table 129. SCA Tampons Sales (M Units), Revenue (\$ Million), Price (USD/K Units) and Gross Margin (2020-2025)

Table 130. SCA Main Business

Table 131. SCA Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Tampons
- Figure 2. Tampons Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Tampons Sales Growth Rate 2020-2031 (M Units)
- Figure 7. Global Tampons Revenue Growth Rate 2020-2031 (\$ millions)
- Figure 8. Tampons Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)
- Figure 9. Tampons Sales Market Share by Country/Region (2024)
- Figure 10. Tampons Sales Market Share by Country/Region (2020, 2024 & 2031)
- Figure 11. Product Picture of Tampons with Applicator
- Figure 12. Product Picture of Tampons without Applicator
- Figure 13. Global Tampons Sales Market Share by Type in 2025
- Figure 14. Global Tampons Revenue Market Share by Type (2020-2025)
- Figure 15. Tampons Consumed in Pharmacy
- Figure 16. Global Tampons Market: Pharmacy (2020-2025) & (M Units)
- Figure 17. Tampons Consumed in Online Sales
- Figure 18. Global Tampons Market: Online Sales (2020-2025) & (M Units)
- Figure 19. Tampons Consumed in Others
- Figure 20. Global Tampons Market: Others (2020-2025) & (M Units)
- Figure 21. Global Tampons Sale Market Share by Application (2024)
- Figure 22. Global Tampons Revenue Market Share by Application in 2025
- Figure 23. Tampons Sales by Company in 2025 (M Units)
- Figure 24. Global Tampons Sales Market Share by Company in 2025
- Figure 25. Tampons Revenue by Company in 2025 (\$ millions)
- Figure 26. Global Tampons Revenue Market Share by Company in 2025
- Figure 27. Global Tampons Sales Market Share by Geographic Region (2020-2025)
- Figure 28. Global Tampons Revenue Market Share by Geographic Region in 2025
- Figure 29. Americas Tampons Sales 2020-2025 (M Units)
- Figure 30. Americas Tampons Revenue 2020-2025 (\$ millions)
- Figure 31. APAC Tampons Sales 2020-2025 (M Units)
- Figure 32. APAC Tampons Revenue 2020-2025 (\$ millions)
- Figure 33. Europe Tampons Sales 2020-2025 (M Units)
- Figure 34. Europe Tampons Revenue 2020-2025 (\$ millions)
- Figure 35. Middle East & Africa Tampons Sales 2020-2025 (M Units)

- Figure 36. Middle East & Africa Tampons Revenue 2020-2025 (\$ millions)
- Figure 37. Americas Tampons Sales Market Share by Country in 2025
- Figure 38. Americas Tampons Revenue Market Share by Country (2020-2025)
- Figure 39. Americas Tampons Sales Market Share by Type (2020-2025)
- Figure 40. Americas Tampons Sales Market Share by Application (2020-2025)
- Figure 41. United States Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 42. Canada Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 43. Mexico Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 44. Brazil Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 45. APAC Tampons Sales Market Share by Region in 2025
- Figure 46. APAC Tampons Revenue Market Share by Region (2020-2025)
- Figure 47. APAC Tampons Sales Market Share by Type (2020-2025)
- Figure 48. APAC Tampons Sales Market Share by Application (2020-2025)
- Figure 49. China Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 50. Japan Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 51. South Korea Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 52. Southeast Asia Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 53. India Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 54. Australia Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 55. China Taiwan Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 56. Europe Tampons Sales Market Share by Country in 2025
- Figure 57. Europe Tampons Revenue Market Share by Country (2020-2025)
- Figure 58. Europe Tampons Sales Market Share by Type (2020-2025)
- Figure 59. Europe Tampons Sales Market Share by Application (2020-2025)
- Figure 60. Germany Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 61. France Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 62. UK Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 63. Italy Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 64. Russia Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 65. Middle East & Africa Tampons Sales Market Share by Country (2020-2025)
- Figure 66. Middle East & Africa Tampons Sales Market Share by Type (2020-2025)
- Figure 67. Middle East & Africa Tampons Sales Market Share by Application (2020-2025)
- Figure 68. Egypt Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 69. South Africa Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 70. Israel Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 71. Turkey Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 72. GCC Countries Tampons Revenue Growth 2020-2025 (\$ millions)
- Figure 73. Manufacturing Cost Structure Analysis of Tampons in 2025

Figure 74. Manufacturing Process Analysis of Tampons

Figure 75. Industry Chain Structure of Tampons

Figure 76. Channels of Distribution

Figure 77. Global Tampons Sales Market Forecast by Region (2026-2031)

Figure 78. Global Tampons Revenue Market Share Forecast by Region (2026-2031)

Figure 79. Global Tampons Sales Market Share Forecast by Type (2026-2031)

Figure 80. Global Tampons Revenue Market Share Forecast by Type (2026-2031)

Figure 81. Global Tampons Sales Market Share Forecast by Application (2026-2031)

Figure 82. Global Tampons Revenue Market Share Forecast by Application
(2026-2031)

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