

# **Sanitary Pads Market Assessment, By Product Type [Disposable, Reusable], By Absorbency Level [Regular, Heavy, Overnight], By Material [Cotton, Synthetic, Blended], By Wing Configuration [With Wings, Without Wings], By Size [Regular, Medium, Large, Extra Large, Others], By Fragrance [Scented, Unscented], By Customer Preference [Organic, Inorganic], By Distribution Channel [E-commerce, Pharmacies/Hospitals, Retail Stores, Supermarket/Hypermarket, Others], By Region, Opportunities, and Forecast, 2017-2031F**

<https://marketpublishers.com/r/S81BAB973A9DEN.html>

Date: March 2025

Pages: 228

Price: US\$ 4,500.00 (Single User License)

ID: S81BAB973A9DEN

## **Abstracts**

Global sanitary pads market size was valued at USD 25.2 billion in 2023, expected to reach USD 36.95 billion in 2031, with a CAGR of 4.9% for the forecast period between 2024 and 2031. The market is driven by rising health concerns, an increasing teenage population worldwide, growing awareness of female hygiene products, and new and innovative product offerings by companies that focus on technological advancements like super-absorbent polymers to enhance absorbency even in heavy flows and keep users dry. As per UNICEF, nearly one-fourth of the global population is of reproductive age.

Manufacturers constantly innovate to improve comfort, absorbency, and environmental impact because they recognize the diverse and changing needs of women. Menstruation pads are essential for women's comfort and hygiene during the menstrual cycle, which improves their general health. In May 2022, Kotex made a comeback to the

Indian market with its creative line of Overnight Period Panties. Further, in January 2023, Kotex introduced the Kotex Prohealth+ sanitary pads, a superior, high-end innovation, in India itself.

### Effective Hygiene Maintenance Showcases a Positive Growth in Sanitary Pads

Maintaining proper menstrual hygiene is essential for women's health and wellbeing. Menstruation pads are essential for maintaining hygiene, avoiding pain, and lowering the risk of infections. These products improve women's general health during menstruation by providing a practical and absorbent option. Maintaining good menstrual hygiene also helps women's mental health by enabling them to participate fully in everyday activities without worrying about discomfort or leakage. Understanding and attending to the basic need of menstrual hygiene highlights the significance of women's health, empowering self-esteem and encouraging a healthier way of living.

In May 2023, KNH ENTERPRISE CO., LTD., a Taiwan based manufacturer of hygiene care products, launched its new product for females that is bio-degradable pads which are made of bamboo. To reduce the plastic waste and introduce eco-friendly products, the products are sold under the line of the safest product and mostly in line with international standards that help reducing the use of plastic waste and introducing eco-friendly products. In the feminine hygiene products, they have used bio-based materials, nonwovens, and fully recyclable mono materials that provide women and families a comfortable and environmentally friendly option.

### Rise in E-commerce Platforms Boosting the Sales of the Product

The rise in e-commerce has completely revolutionised as products are now easily accessible. People can easily explore and buy a wide variety of menstrual products from the comfort of their homes with the help of online shopping. Through its accessibility, customers can shop online instead of going to physical stores, which is especially useful for people with hectic schedules or in situations like the COVID-19 pandemic. E-commerce platforms also give niche and creative brands a platform to reach a wider audience. Menstruation pads are becoming increasingly popular in the online marketplace due to the convenience of comparison shopping, cautious ordering, and doorstep delivery.

In July 2023, two sisters founded brand C., in Saudi Arabia offering 'mindfully made' organic and biodegradable period pads for women. The brand's name, C., which is an acronym for 'cycle' and 'comfort,' is the first female hygiene brand in Saudi Arabia to

produce biodegradable products. The brand was launched in view of gaps in products and demand of the women, which made them launch organic and biodegradable products.

### Growing Awareness Surging the Market Growth

Increasing awareness and education acts as an important role in shaping the acceptance and use of sanitary pads. In terms of menstruation pads, increasing awareness and educational efforts have helped to breakdown the stigma related to menstruation and has also emphasised upon the importance of hygiene. Through empowering, people are able to adopt healthier practices and thus the demand for sanitary pads has been increased. Furthermore, women are being encouraged to prioritize their well-being and select comfortable, convenient, and effective menstrual hygiene solutions over less ideal options due to a shift in culture brought about by increased awareness and knowledge.

For instance, in October 2022, Yoona All Night pads 36cm were the latest offering from Yoona Digital Indonesia. Yoona ensures the comfort and health of women during their menstrual period by using materials that are 100% organic and chemical-free. The World Bank estimates that Indonesia generates 7.8 million tons of plastic waste a year, of which 4.9 million tons are improperly disposed of. Yoona uses ultra-thin, extremely absorbent 100% premium German and Japanese organic cotton for their sanitary pads. Thus, all of Yoona's sanitary pads are biodegradable within 6-12 months, additionally contributing to the environment.

### Impact of COVID-19

Change in consumer behaviour, and disturbances to the supply chain are some of the major factors of the COVID-19 pandemic that has affected the menstruation pad industry. Global production and distribution of goods have been disrupted by the pandemic, leading to shortages and manufacturing delays in some areas. In addition, the pandemic has caused alterations in consumer habits, such as a rise in the hoarding of necessities.

Through lockdowns and social distancing measures in place, there has been a surge in online shopping. This shift in consumer behavior can impact the distribution channels of menstruation pads, with more people opting for online purchases. In addition to this, growing awareness of health and hygiene during the pandemic may have influenced the choice of sanitary products. Additionally, Consumers might be more inclined to choose

products with enhanced features, such as those with antibacterial properties or eco-friendly options.

Concerns about sustainability and environmental impact may have influenced consumers' choices between disposable and reusable menstruation products. The pandemic has accelerated the adoption of reusable options based on hygiene perceptions.

### Key Players Landscape and Outlook

Key players in the menstruation pad market include globally recognized brands that have established a strong presence in the feminine hygiene market. Procter & Gamble, with its Always brand, and Kimberly-Clark, known for Kotex, are prominent players. These companies invest in research and development to innovate their products, focusing on enhanced absorbency, comfort, and sustainability. Local brands also contribute significantly to the market, tailoring products to regional preferences. Additionally, newer entrants, often emphasizing organic or eco-friendly options, have gained traction as consumers increasingly prioritize sustainability.

E-commerce platforms play a crucial role, providing a convenient avenue for both established and emerging brands to reach consumers directly. The competitive landscape continues to evolve as companies respond to changing consumer demands, incorporating technology and sustainable practices. Overall, the menstruation pad market is dynamic, with key players continually adapting to global trends and diversifying their product offerings.

For instance, in 2022, Unicharm's has launched a limited-edition sanitary napkin made from bio-based materials in Indonesia. In product the surface sheet that touches the skin is made from bio material such as previously disposed pressed sugarcane, limestone, botanical oil, and natural resins, in an effort to further reduce the use of petroleum-based materials. In addition, materials containing bio material were also used for the backsheet of the sanitary napkin, individual packaging, and outer packaging.

## Contents

### 1. RESEARCH METHODOLOGY

### 2. PROJECT SCOPE & DEFINITIONS

### 3. IMPACT OF COVID-19 ON GLOBAL SANITARY PADS MARKET

### 4. EXECUTIVE SUMMARY

### 5. VOICE OF CUSTOMER

5.1. Demographics (Age/Cohort Analysis – Baby Boomers and Gen X, Millennials, Gen Z; Gender; Income – Low, Mid and High; Geography; Nationality; etc.)

5.2. Brand and Product Awareness

5.3. Factors Considered in Purchase Decision

5.3.1. Quality of the Product

5.3.2. Material Used

5.3.3. Size and Absorbent Capacity

5.3.4. Price Point

5.3.5. Packaging

5.3.6. Pack Size

5.3.7. Health Benefits (Infection-free, Rash-free, etc.)

5.3.8. Brand Reputation

5.3.9. Availability and Accessibility

5.3.10. Marketing and Advertising

5.4. Purchase Channel

5.5. Existing or Intended User

5.6. Recommendations from friends, family/online reviews

5.7. Role of Brand Ambassador or Influencer Marketing on Product/Brand Absorption

### 6. SANITARY PADS MARKET OUTLOOK, 2017-2031F

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. By Product Type

6.2.1. Disposable

6.2.2. Reusable

### 6.3. By Absorbency Level

- 6.3.1. Regular
- 6.3.2. Heavy
- 6.3.3. Overnight

### 6.4. By Material

- 6.4.1. Cotton
- 6.4.2. Synthetic
- 6.4.3. Blended

### 6.5. By Wing Configuration

- 6.5.1. With Wings
- 6.5.2. Without Wings

### 6.6. By Size

- 6.6.1. Regular
- 6.6.2. Medium
- 6.6.3. Large
- 6.6.4. Extra Large
- 6.6.5. Others

### 6.7. By Fragrance

- 6.7.1. Scented
- 6.7.2. Unscented

### 6.8. By Customer Preference

- 6.8.1. Organic
- 6.8.2. Inorganic

### 6.9. By Distribution Channel

- 6.9.1. E-commerce
- 6.9.2. Pharmacies/Hospitals
- 6.9.3. Retail Stores
- 6.9.4. Supermarket/Hypermarket
- 6.9.5. Others

### 6.10. By Region

- 6.10.1. North America
- 6.10.2. Europe
- 6.10.3. South America
- 6.10.4. Asia-Pacific
- 6.10.5. Middle East and Africa

### 6.11. By Company Market Share (%), 2023

## 7. SANITARY PADS MARKET OUTLOOK, BY REGION, 2017-2031F

- 7.1. North America\*
  - 7.1.1. Market Size & Forecast
    - 7.1.1.1. By Value
    - 7.1.1.2. By Volume
  - 7.1.2. By Product Type
    - 7.1.2.1. Disposable
    - 7.1.2.2. Reusable
  - 7.1.3. By Absorbency Level
    - 7.1.3.1. Regular
    - 7.1.3.2. Heavy
    - 7.1.3.3. Overnight
  - 7.1.4. By Material
    - 7.1.4.1. Cotton
    - 7.1.4.2. Synthetic
    - 7.1.4.3. Blended
  - 7.1.5. By Wing Configuration
    - 7.1.5.1. With Wings
    - 7.1.5.2. Without Wings
  - 7.1.6. By Size
    - 7.1.6.1. Regular
    - 7.1.6.2. Medium
    - 7.1.6.3. Large
    - 7.1.6.4. Extra Large
    - 7.1.6.5. Others
  - 7.1.7. By Fragrance
    - 7.1.7.1. Scented
    - 7.1.7.2. Unscented
  - 7.1.8. By Customer Preference
    - 7.1.8.1. Organic
    - 7.1.8.2. Inorganic
  - 7.1.9. By Distribution Channel
    - 7.1.9.1. E-commerce
    - 7.1.9.2. Pharmacies/Hospitals
    - 7.1.9.3. Retail Stores
    - 7.1.9.4. Supermarket/Hypermarket
    - 7.1.9.5. Others
  - 7.1.10. United States\*
    - 7.1.10.1. Market Size & Forecast
      - 7.1.10.1.1. By Value

- 7.1.10.1.2. By Volume
  - 7.1.10.2. By Product Type
    - 7.1.10.2.1. Disposable
    - 7.1.10.2.2. Reusable
  - 7.1.10.3. By Absorbency Level
    - 7.1.10.3.1. Regular
    - 7.1.10.3.2. Heavy
    - 7.1.10.3.3. Overnight
  - 7.1.10.4. By Material
    - 7.1.10.4.1. Cotton
    - 7.1.10.4.2. Synthetic
    - 7.1.10.4.3. Blended
  - 7.1.10.5. By Wing Configuration
    - 7.1.10.5.1. With Wings
    - 7.1.10.5.2. Without Wings
  - 7.1.10.6. By Size
    - 7.1.10.6.1. Regular
    - 7.1.10.6.2. Medium
    - 7.1.10.6.3. Large
    - 7.1.10.6.4. Extra Large
    - 7.1.10.6.5. Others
  - 7.1.10.7. By Fragrance
    - 7.1.10.7.1. Scented
    - 7.1.10.7.2. Unscented
  - 7.1.10.8. By Customer Preference
    - 7.1.10.8.1. Organic
    - 7.1.10.8.2. Inorganic
  - 7.1.10.9. By Distribution Channel
    - 7.1.10.9.1. E-commerce
    - 7.1.10.9.2. Pharmacies/Hospitals
    - 7.1.10.9.3. Retail Stores
    - 7.1.10.9.4. Supermarket/Hypermarket
    - 7.1.10.9.5. Others
  - 7.1.11. Canada
  - 7.1.12. Mexico
- \*All segments will be provided for all regions and countries covered
- 7.2. Europe
    - 7.2.1. Germany
    - 7.2.2. France

- 7.2.3. Italy
- 7.2.4. United Kingdom
- 7.2.5. Russia
- 7.2.6. Netherlands
- 7.2.7. Spain
- 7.2.8. Turkey
- 7.2.9. Poland
- 7.3. South America
  - 7.3.1. Brazil
  - 7.3.2. Argentina
- 7.4. Asia-Pacific
  - 7.4.1. India
  - 7.4.2. China
  - 7.4.3. Japan
  - 7.4.4. Australia
  - 7.4.5. Vietnam
  - 7.4.6. South Korea
  - 7.4.7. Indonesia
  - 7.4.8. Philippines
- 7.5. Middle East & Africa
  - 7.5.1. UAE
  - 7.5.2. Saudi Arabia
  - 7.5.3. South Africa

## **8. MARKET MAPPING, 2023**

- 8.1. By Product Type
- 8.2. By Absorbency Level
- 8.3. By Material
- 8.4. By Wing Configuration
- 8.5. By Size
- 8.6. By Fragrance
- 8.7. By Customer Preference
- 8.8. By Distribution Channel

## **9. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE**

- 9.1. Supply Demand Analysis
- 9.2. Import Export Analysis

9.3. Value Chain Analysis

9.4. PESTEL Analysis

9.4.1. Political Factors

9.4.2. Economic System

9.4.3. Social Implications

9.4.4. Technological Advancements

9.4.5. Environmental Impacts

9.4.6. Legal Compliances and Regulatory Policies (Statutory Bodies Included)

9.5. Porter's Five Forces Analysis

9.5.1. Supplier Power

9.5.2. Buyer Power

9.5.3. Substitution Threat

9.5.4. Threat from New Entrant

9.5.5. Competitive Rivalry

## **10. MARKET DYNAMICS**

10.1. Growth Drivers

10.2. Growth Inhibitors (Challenges and Restraints)

## **11. KEY PLAYERS LANDSCAPE**

11.1. Competition Matrix of Top Five Market Leaders

11.2. Market Revenue Analysis of Top Five Market Leaders (in %, 2023)

11.3. Mergers and Acquisitions/Joint Ventures (If Applicable)

11.4. SWOT Analysis (For Five Market Players)

11.5. Patent Analysis (If Applicable)

## **12. PRICING ANALYSIS**

## **13. CASE STUDIES**

## **14. KEY PLAYERS OUTLOOK**

14.1. Procter & Gamble

14.1.1. Company Details

14.1.2. Key Management Personnel

14.1.3. Products & Services

14.1.4. Financials (As reported)

14.1.5. Key Market Focus & Geographical Presence

14.1.6. Recent Developments

14.2. KIMBERLY-CLARK CORPORATION

14.3. Hengan International Group Company Ltd.

14.4. Edgewell Personal Care

14.5. Kao Corporation

14.6. Unicharm Corporation

14.7. Eco Dreams International Ltd

14.8. Honour Your Flow

14.9. Nobel Hygiene Pvt Ltd

14.10. FOSHAN NICEDAY SANITARY PRODUCTS CO., LTD.

\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Sanitary Pads Market Assessment, By Product Type [Disposable, Reusable], By Absorbency Level [Regular, Heavy, Overnight], By Material [Cotton, Synthetic, Blended], By Wing Configuration [With Wings, Without Wings], By Size [Regular, Medium, Large, Extra Large, Others], By Fragrance [Scented, Unscented], By Customer Preference [Organic, Inorganic], By Distribution Channel [E-commerce, Pharmacies/Hospitals, Retail Stores, Supermarket/Hypermarket, Others], By Region, Opportunities, and Forecast, 2017-2031F

Product link: <https://marketpublishers.com/r/S81BAB973A9DEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S81BAB973A9DEN.html>