

# **Feminine Hygiene Products Market by Nature (Disposable, Reusable), Type (Sanitary Napkins, Panty Liners, Tampons, Menstrual Cups), Region (Asia Pacific, North America, Europe, Middle East and Africa, South America) - Global Forecast to 2028**

<https://marketpublishers.com/r/F5357EA75ECBEN.html>

Date: November 2023

Pages: 221

Price: US\$ 4,950.00 (Single User License)

ID: F5357EA75ECBEN

## **Abstracts**

The global feminine hygiene market will rise from USD 24.6 billion in 2023 to USD 32.2 billion by 2028 at a CAGR of 5.5% from 2023 to 2028. As more women enter the workforce, there is a greater need for convenient and reliable menstrual hygiene products. This factor has contributed to the expansion of the feminine hygiene market.

“The reusable segment, by nature, is projected to grow at the highest CAGR from 2023 to 2028.”

Reusable feminine hygiene products are cost-effective in the long run. While the initial investment may be higher than disposable alternatives, reusable products can last years when properly maintained, providing cost savings over time. This cost-efficiency is an attractive feature for many consumers, particularly in the context of rising disposable product prices.

“Sanitary Napkins, in type segment, is projected to grow at the highest CAGR from 2023 to 2028.”

Manufacturers have continuously improved the design and technology of sanitary napkins. These advancements have resulted in thinner, more absorbent, and more comfortable products. Features such as odor control, leak protection, and improved comfort have made sanitary napkins more appealing to consumers, driving the market growth.

“Asia Pacific feminine hygiene market is projected to grow at the highest CAGR from 2023 to 2028.”

Asia Pacific is expected to be the fastest-growing market for feminine hygiene market during the forecast period. The Asia-Pacific region has experienced rapid urbanization, with more women entering the workforce and adopting urban lifestyles. Urban women often seek the convenience and reliability of feminine hygiene products, including sanitary napkins, tampons, and menstrual cups. This demographic shift has boosted market growth as women increasingly prioritize their comfort and well-being.

Profile break-up of primary participants for the report:

By Company Type: Tier 1 – 30%, Tier 2 – 35%, and Tier 3 – 35%

By Designation: C-level Executives – 30%, Directors – 40%, and Others – 30%

By Region: North America – 30%, Europe – 20%, Asia Pacific – 40%, Middle East & Africa – 5%, and South America – 5%

The feminine hygiene market report is dominated by players such as Johnson & Johnson (US), Procter & Gamble (US), Kimberly-Clark (US), Essity Aktiebolag (publ) (Sweden), Kao Corporation (Japan), Daio Paper Corporation (Japan), Unicharm Corporation (Japan), Premier FMCG (South Africa), Ontex (Belgium), Hengan International Group Company Ltd. (China), Drylock Technologies (Belgium), Natracare LLC (US), First Quality Enterprises, Inc. (US), Bingbing Paper Co., Ltd. (China), TZMO SA (Poland), and Quanzhou Hengxue Women Sanitary Products Co., Ltd. (China).

Research Coverage:

The report defines, segments, and projects the feminine hygiene market based on type, nature, and region. It provides detailed information regarding the major factors influencing the market's growth, such as drivers, restraints, opportunities, and industry-specific challenges. It strategically profiles key feminine hygiene product providers. It comprehensively analyses their market shares and core competencies and tracks. It analyzes competitive developments, such as expansions, agreements, contracts, partnerships, acquisitions, collaborations, and divestments, undertaken by them in the market.

## Reasons to Buy the Report:

The report is expected to help the market leaders/new entrants by providing them with the closest approximations of revenue numbers of the feminine hygiene market and its segments. This report is also expected to help stakeholders understand the market's competitive landscape better, gain insights to improve the position of their businesses and make suitable go-to-market strategies. It also enables stakeholders to understand the market's pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of critical drivers (Increasing female population rapid urbanization), restraints (Social stigma associated with menstruation and female hygiene products), opportunities (Developing ecofriendly feminine hygiene products), and challenges (Heightened awareness of environmental impact has led to concerns about disposable feminine hygiene products contributing to waste and pollution) influencing the growth of the feminine hygiene market.

Product Development/Innovation: Detailed insights on upcoming technologies, research &

development activities in the feminine hygiene market.

Market Development: Comprehensive information about lucrative markets – the report analyses

the feminine hygiene market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped

geographies, recent developments, and investments in the feminine hygiene market.

Competitive Assessment: In-depth assessment of market shares, growth

strategies, and service

offerings of leading players like Johnson & Johnson (US), Procter & Gamble (US), Kimberly-Clark (US), Essity Aktiebolag (publ) (Sweden), Kao Corporation (Japan), Daio Paper Corporation (Japan), Unicharm Corporation (Japan), Premier FMCG (South Africa), Ontex (Belgium), Hengan International Group Company Ltd. (China), Drylock Technologies (Belgium), Natracare LLC (US), First Quality Enterprises, Inc. (US), Bingbing Paper Co., Ltd. (China), TZMO SA (Poland), Quanzhou Hengxue Women Sanitary Products Co., Ltd. (China) and among others in the feminine hygiene market.

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