

# Feminine Hygiene Products Market in Canada 2022

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## Abstracts

Feminine hygiene refers to personal care products that are used by women during menstruation, vaginal discharge, and other bodily functions related to the vulva. These products include tampons, sanitary pads, menstrual cups, and others designed to manage the symptoms of a woman's menstrual cycle. Good menstrual hygiene management is essential to the well-being and empowerment of women and adolescent girls. The feminine hygiene products market in Canada is poised to grow by US\$ 71 million from 2022 to 2028, registering a CAGR of 2.8% during the forecast period, according to StrategyHelix.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for feminine hygiene products. The Canada feminine hygiene products market is segmented on the basis of product, and distribution channel. By product, the feminine hygiene products market in Canada has been segmented into pads, pantyliners, tampons, others. Based upon distribution channel, the feminine hygiene products market in Canada is categorized into supermarkets and hypermarkets, specialty stores, e-commerce, convenience stores, others.

The pads market is further segmented into pads with wings, and pads without wings. Furthermore, the pads market has been categorized into thin pads, and regular pads.

The competitive landscape of the industry has also been examined along with the profiles of the key players The Procter & Gamble Company (P&G), Kimberly-Clark Corporation, Edgewell Personal Care Brands LLC.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the feminine hygiene products market to help drive informed decision making for industry executives, policy makers, academic, and

analysts.

#### Report Scope

Product: pads, pantyliners, tampons, others

Distribution channel: supermarkets and hypermarkets, specialty stores, e-commerce, convenience stores, others

Years considered: this report covers the period 2018 to 2028

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Canada feminine hygiene products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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