

# Feminine Hygiene Products Market in Europe 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 Europe is set to increase by US\$ 1,690 million from 2022 to 2028, representing a compound annual growth rate (CAGR) of 3.5% during the forecast period.

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 Europe feminine hygiene products market is segmented on the basis of product, distribution channel, and country. On the basis of product, the feminine hygiene products market in Europe has been segmented into pads, pantyliners, tampons, others. By distribution channel, the feminine hygiene products market in Europe has been segmented into supermarkets and hypermarkets, specialty stores, e-commerce, convenience stores, others. In terms of geography, the feminine hygiene products market in Europe has been segmented into France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom.

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 Essity AB, Johnson & Johnson (J&J), Kimberly-Clark Corporation, Premier Group (Pty) Ltd (Lil Lets Group Ltd.), The Procter & Gamble Company (P&G).

### Report Scope

Product: pads, pantyliners, tampons, others

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

Country: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom

Years considered: this report covers the period 2018 to 2028

### Key Benefits for Stakeholders

Get a comprehensive picture of the Europe 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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Johnson & Johnson (J&J)

Kimberly-Clark Corporation

Premier Group (Pty) Ltd (Lil Lets Group Ltd.)

The Procter & Gamble Company (P&G)

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