

Feminine Hygiene Products Market in Middle East and Africa 2022

<https://marketpublishers.com/r/FB4CB6E88899EN.html>

Date: April 2022

Pages: 19

Price: US\$ 1,200.00 (Single User License)

ID: FB4CB6E88899EN

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. According to StrategyHelix, the feminine hygiene products market in Middle East and Africa is expected to increase by US\$ 1,764 million during 2022-2028, expanding at a CAGR of 7.9% 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 Middle East and Africa feminine hygiene products market is segmented on the basis of product, distribution channel, and country. Based on product, the feminine hygiene products market in Middle East and Africa is categorized into pads, pantyliners, tampons, others. On the basis of distribution channel, the feminine hygiene products market in Middle East and Africa has been segmented into supermarkets and hypermarkets, specialty stores, e-commerce, convenience stores, others. Geographically, the feminine hygiene products market in Middle East and Africa is segmented into South Africa, United Arab Emirates.

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 Middle East and Africa feminine hygiene products market is highly competitive. Key companies profiled in the report include Essity AB, INDEVCO Group, Johnson & Johnson (J&J), Kimberly-Clark Corporation, Premier Group (Pty) Ltd (Lil Lets Group

Ltd.), The Lion Match Company (Pty) Ltd, The Procter & Gamble Company (P&G), Unicharm Corporation.

Report Scope

Product: pads, pantyliners, tampons, others

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

Country: South Africa, United Arab Emirates

Years considered: this report covers the period 2018 to 2028

Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa 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 Lion Match Company (Pty) Ltd

The Procter & Gamble Company (P&G)
Unicharm Corporation
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