

# Feminine Hygiene Products Market in Myanmar 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 Myanmar is projected to expand by a CAGR of 7.4% from 2022 through 2028, according to data and analytics company 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 Myanmar feminine hygiene products market is segmented on the basis of product, and distribution channel. By product, the feminine hygiene products market in Myanmar has been segmented into pads, pantyliners, tampons, others. Based upon distribution channel, the feminine hygiene products market in Myanmar 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 feminine hygiene products market in Myanmar comprises only a handful of players such as Unicharm Corporation.

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 Myanmar feminine hygiene products market

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

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. FEMININE HYGIENE PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Pads  
Pantyliners  
Tampons  
Others

### **PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets and hypermarkets  
Specialty stores  
E-commerce  
Convenience stores  
Others

### **PART 5. KEY COMPANIES**

Unicharm Corporation  
About StrategyHelix  
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