

# Feminine Hygiene Products Market in New Zealand 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 New Zealand is anticipated to expand positively at a CAGR of 3.6% during the forecast period (2022-2028).

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 New Zealand feminine hygiene products market is segmented on the basis of product, and distribution channel. On the basis of product, the feminine hygiene products market in New Zealand has been segmented into pads, pantyliners, tampons, others. By distribution channel, the feminine hygiene products market in New Zealand has been segmented 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.

Top players covered in New Zealand Feminine Hygiene Products Market Study are Essity AB, Johnson & Johnson (J&J), Kimberly-Clark Corporation, The Procter & Gamble Company (P&G).

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 New Zealand 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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