

Feminine Hygiene Products Market in North America 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. According to a report by StrategyHelix, the feminine hygiene products market in North America is set to increase by US\$ 569 million during 2022-2028, growing at a CAGR of 2% 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 North America 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 North America has been segmented into pads, pantyliners, tampons, others. By distribution channel, the feminine hygiene products market in North America has been segmented into supermarkets and hypermarkets, specialty stores, e-commerce, convenience stores, others. Geographically, the feminine hygiene products market in North America is segmented into Canada, USA.

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 is dominated by key players, which are Edgewell Personal Care Brands LLC, Kimberly-Clark Corporation, 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: Canada, USA

Years considered: this report covers the period 2018 to 2028

Key Benefits for Stakeholders

Get a comprehensive picture of the North America 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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Kimberly-Clark Corporation
The Procter & Gamble Company (P&G)
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