

# Feminine Hygiene Products Market in South Africa 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 StrategyHelix, the feminine hygiene products market in South Africa is expected to increase at a CAGR of 7.1% till 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 South Africa feminine hygiene products market is segmented on the basis of product, and distribution channel. Based on product, the feminine hygiene products market in South Africa is categorized into pads, pantyliners, tampons, others. On the basis of distribution channel, the feminine hygiene products market in South Africa 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.

The prominent players operating in the South Africa feminine hygiene products market include The Procter & Gamble Company (P&G), Kimberly-Clark Corporation, Premier Group (Pty) Ltd (Lil Lets Group Ltd.), Essity AB, Johnson & Johnson (J&J), The Lion Match Company (Pty) Ltd.

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 South 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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Premier Group (Pty) Ltd (Lil Lets Group Ltd.)  
Essity AB  
Johnson & Johnson (J&J)  
The Lion Match Company (Pty) Ltd  
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