

# Feminine Hygiene Products - Global Market Outlook (2017-2026)

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## Abstracts

According to Statistics MRC, the Global Feminine Hygiene Products Market accounted for \$31.23 billion in 2017 and is expected to reach \$62.84 billion by 2026 growing at a CAGR of 8.1% during the forecast period. Rising knowledge on female hygiene and health, increasing purchasing power and changing lifestyle of consumers are some key factors influencing the market growth. However, low awareness about the benefits of feminine hygiene products is hampering market growth.

Feminine hygiene products are personal care products used by women to preserve their personal hygiene. Such products are manufactured from a broad variety of synthetic as well as natural raw materials. The feminine hygiene products market comprises diverse products such as tampons, internal cleansers & sprays, sanitary pads, panty liners and shields, and disposable razors & blades.

Based on Product, Menstrual care segment held significant market share during the forecast period which is attributed to the rising demand of sanitary and hygiene products, especially from emerging economies. By geography, Asia Pacific is expected to grow at a faster rate due to increasing urbanization, growing number of working-women and increasing health knowledge among women.

Some of the key players in Feminine Hygiene Products market include Procter & Gamble Co., Kimberly-Clark Corporation, Essity Aktiebolag (SCA Hygiene Group), Kao Corporation, Edgewell Personal Care Company, Unicharm Corporation, Lil-Lets Group Ltd., Johnson & Johnson, First Quality Enterprises, Inc., Ontex Group, Organ(y)c, Lena Cup, Luv Ur Body, Rael and Diva Cup.

Products Covered:

Cleaning & Deodorizing Products

Menstrual care products

End Users Covered:

Drug Stores, Pharmacies, and Beauty Stores

Supermarkets and Hypermarket

Online Stores

Convenience Stores

Dollar Stores

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

## Rest of Middle East & Africa

### What our report offers:

Market share assessments for the regional and country level segments

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

## Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the clients interest (Note: Depends of feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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