

# **Menstrual Cups Market Forecasts to 2032 – Global Analysis By Product Design (Bell-shaped, V-shaped, Disc-style and Collapsible), Rim & Base Type, Material Composition, Size Category, Usability, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Menstrual Cups Market is accounted for \$1.61 billion in 2025 and is expected to reach \$2.69 billion by 2032 growing at a CAGR of 7.6% during the forecast period. Menstrual cups offer an eco-friendly and economical alternative to conventional feminine hygiene products like tampons and pads.

Constructed from medical-grade silicone, rubber, or thermoplastic materials, these cups collect menstrual blood rather than absorb it, providing protection for up to 12 hours based on flow. Being reusable for multiple years, they help minimize environmental pollution caused by single-use items. Their flexible shape ensures a comfortable and secure fit, while proper cleaning guarantees hygiene and safety. Growing recognition of their environmental advantages and cost savings has boosted their worldwide acceptance, positioning menstrual cups as a favored choice among women seeking sustainable, safe, and convenient menstrual care solutions.

According to the World Bank, over 500 million women and girls globally lack access to adequate menstrual hygiene management, driving demand for affordable, reusable solutions like menstrual cups that reduce long-term costs and waste.

### **Market Dynamics:**

Driver:

Increasing awareness of sustainable menstrual products

The rising focus on environmental sustainability is fueling the popularity of menstrual cups. As reusable alternatives to disposable pads and tampons, menstrual cups minimize plastic waste and support eco-friendly living. Awareness campaigns by non-profits, social media personalities, and healthcare organizations are highlighting the benefits of reusable menstrual products. Educational efforts in schools and community programs further inform women about the ecological advantages of adopting menstrual cups. By combining sustainability with convenience, these products appeal to women looking to reduce their environmental impact. Consequently, increasing knowledge about eco-friendly menstrual care is a major factor driving growth in the menstrual cups market worldwide.

#### Restraint:

##### Lack of awareness and cultural taboos

The growth of the menstrual cups market is constrained by low awareness and cultural restrictions related to menstruation. In many traditional societies, menstrual health remains a taboo topic, limiting information on sustainable alternatives like menstrual cups. Concerns about safety, comfort, and hygiene create hesitation among potential users. A lack of guidance on correct usage, including insertion, removal, and cleaning, further deters adoption. Societal stigma around handling menstrual blood and using reusable products reinforces these barriers. As a result, despite their environmental and economic benefits, menstrual cups experience limited market penetration in regions where education and open discussions on menstrual hygiene are still lacking.

#### Opportunity:

##### Expansion through e-commerce and digital platforms

The rise of e-commerce and digital marketing channels presents a valuable growth opportunity for menstrual cup brands. Online platforms allow companies to reach customers in remote areas and regions with limited retail presence. Social media campaigns and influencer partnerships can educate users on proper usage, health benefits, and hygiene practices. Subscription services and online promotions further encourage trial and repeat purchases, fostering brand loyalty. Digital channels also provide direct consumer insights, helping refine products and marketing strategies. With growing internet access and mobile device usage worldwide, leveraging e-commerce and digital platforms is an effective way to expand the market, increase awareness, and

drive adoption of menstrual cups globally.

Threat:

Safety concerns and medical misconceptions

Concerns about safety and prevalent medical misconceptions pose threats to the menstrual cups market. Despite being made from medical-grade silicone or rubber, some consumers worry about infections, allergic reactions, or incorrect usage. Misunderstandings regarding insertion, removal, and cleaning procedures can discourage first-time users. Negative anecdotes or rumors about discomfort or potential health issues may further amplify hesitation. Limited access to reliable health information, especially in rural or conservative regions, reinforces these misconceptions. Consequently, such fears can slow adoption rates. Providing educational campaigns, medical validation, and clear usage instructions is essential to counter these risks, reassure consumers, and promote the growth and acceptance of menstrual cups globally.

**Covid-19 Impact:**

The COVID-19 crisis affected the menstrual cups market in several ways. Supply chain disruptions and lockdown measures temporarily restricted access to menstrual hygiene products, particularly in emerging markets. Economic hardships during the pandemic also slowed consumer spending, impacting adoption rates. On the other hand, increased awareness of hygiene and sustainability encouraged interest in long-lasting, reusable products like menstrual cups. E-commerce platforms grew significantly, allowing manufacturers to connect directly with customers and maintain sales. The pandemic's emphasis on health, safety, and convenience further promoted reusable menstrual solutions. Ultimately, COVID-19 both challenged and catalyzed market growth, altering consumer behavior and creating new opportunities for menstrual cup manufacturers worldwide.

The bell-shaped segment is expected to be the largest during the forecast period

The bell-shaped segment is expected to account for the largest market share during the forecast period due to their user-friendly design, comfort, and wide acceptance among women. Featuring a flared rim and flexible body, this design ensures a secure fit and minimizes leakage, making it suitable for most users. Its balance of capacity and comfort makes it a preferred choice for everyday use. Healthcare professionals and

educational platforms commonly recommend this shape, enhancing consumer confidence and adoption. Moreover, manufacturers focus on producing bell-shaped cups in large quantities, increasing their availability across markets. The combination of practical design, comfort, and accessibility positions bell-shaped menstrual cups as the leading segment in the global menstrual cups market.

The schools & colleges segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the schools & colleges segment is predicted to witness the highest growth rate, driven by increased menstrual hygiene education and awareness among young women. Educational institutions are actively promoting sustainable alternatives through workshops, campaigns, and health programs, making students more receptive to reusable products. Eco-consciousness, cost savings, and peer recommendations encourage adoption among this demographic. Partnerships with NGOs and government-led initiatives focusing on menstrual health in schools further boost usage. Digital campaigns and social media influencers also play a vital role in spreading awareness. As a result, the schools and colleges segment is emerging as a major growth contributor, accelerating the adoption of menstrual cups in the younger population.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share, driven by growing menstrual hygiene awareness and increasing preference for sustainable alternatives. Strong purchasing power, advanced healthcare systems, and easy availability of quality menstrual products encourage widespread use. Educational initiatives, social campaigns, and environmental advocacy have further propelled adoption of reusable menstrual solutions. Key manufacturers' presence and well-established retail and online distribution channels ensure products are easily accessible to consumers. Awareness of ecological benefits, along with the long-term cost savings offered by menstrual cups, motivates adoption. As a result, North America continues to hold the largest share, positioning it as the leading region in the global menstrual cups market.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, propelled by heightened awareness of menstrual hygiene and a shift toward eco-

friendly products. Educational programs, government initiatives, and NGO campaigns across countries like India, China, and Southeast Asia are promoting the use of reusable menstrual solutions. Increasing disposable income, urban lifestyles and better access to retail and e-commerce platforms can support wider adoption. Younger, environmentally conscious consumers are attracted to menstrual cups due to their cost savings and sustainable nature. These combined factors are accelerating market expansion, establishing Asia Pacific as the region with the highest growth rate and the fastest-growing market for menstrual cups worldwide.

### **Key players in the market**

Some of the key players in Menstrual Cups Market include Sirona Hygiene Private Limited, Procter & Gamble, Mooncup Ltd, Redcliffe Hygiene Private Limited, Diva International Inc, YUUKI Company s.r.o, The Keeper, Inc, Gaaia, The Period Company, Shecup, Lunette, The Flex Company, Saalt, Ruby Cup and OrganiCup / AllMatters.

### **Key Developments:**

In October 2025, Procter & Gamble and Lindner have launched a revolutionary new recycling technology that uses a solvent-based extraction process to remove impurities, odours, adhesives and printing inks from used plastic packs. The purity level achieved by the technology, Flexloop, could open up new application options, allowing post-consumer recycle to be used for sensitive packaging in the cosmetic and personal care sectors.

In February 2025, Sirona Hygiene founders Deep Bajaj and Mohit Bajaj entered the final stages of repurchasing the women's wellness brand from the Good Glamm Group, just months after its original acquisition; under the buyback agreement, the founders will assume debt liabilities of ₹160–₹180 crore owed to banks, lenders, and vendors, with plans to renegotiate and partly refinance these obligations as they regain operational control and reposition the brand.

### **Product Designs Covered:**

Bell-shaped

V-shaped

Disc-style

Collapsible

Rim & Base Types Covered:

Round rim

Flat base

Pointed base

Hollow stem

Material Compositions Covered:

Medical-grade Silicone

Thermoplastic Elastomer (TPE)

Natural Rubber

Biodegradable Polymers

Size Categories Covered:

Small (for teens or low cervix)

Medium (standard adult)

Large (postpartum or high flow)

Usabilities Covered:

Reusable

Disposable

Distribution Channels Covered:

Online pharmacy

Hospital pharmacy

Retail pharmacy

Direct-to-consumer (DTC) brand websites

NGO & community health programs

Applications Covered:

Daily menstrual use

Travel-friendly use

Sports & active lifestyle

Postpartum use

End Users Covered:

Individual Consumers

Hospitals

Specialty Clinics

Schools & Colleges

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
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- 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 client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

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

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