

Period Panties Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F, Segmented By Product Type (Reusable, Disposable), By Style (Boy Shorts, Bikini, Brief, and Others), By Size (Small, Medium, and Large), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Pharmacy & Drug Stores, Online and Non-Retail), By Region, By Company

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Abstracts

Global Period Panties Market is anticipated to grow during the forecast period due to the rising demand for eco-friendly products and the growing working women population.

Menstrual underwear, or period panties, is a relatively recent hygienic product that is generally distributed through online and offline channels. The period panties have an absorbency of the half to two tampons. Depending on the flow of the period, period panties can be used alone or as a backup to menstrual cups. The patch of period panties is made out of a layer of specialized fabric designed to wick away the blood and keep it trapped inside the underwear. Additionally, it stops the liquid from dripping onto garments.

A new category of hygiene goods is the period panty. Period panties are an appealing alternative to conventional disposable pads and tampons for a variety of reasons, including the fact that they are not only more environmentally friendly but also more practical for many people. Period panties are designed to feel and look like regular underwear, but they contain additional layers and absorbent fabrics. The fabric of such panties is usually a moisture-wicking fabric composed of a number of small filaments.

Because panties offer women high-quality comfort and hygiene, they are quite popular among women. As a result, producers are capitalizing on the increased interest and releasing even more cutting-edge products to suit the product's rising demand.

The risk of contracting several infections, such as bacterial vaginitis, RTIs, UTIs, and other disorders, might increase if menstrual hygiene is not well managed. As people are paying more and more attention to maintaining menstrual cleanliness and reducing the risk of associated diseases, the demand for period panties has surged.

Increasing Number of Product Launches to Boost the Market

Companies are launching new products to bring in new clients, which will increase demand and support the international growth of the period panties market. For instance, in 2022, Lemme Be, a menstrual care business launched the 'Z Drip Max,' environmentally friendly and reusable leak-proof period panties for all menstruators for Indian consumers. It can be used at the gym or to prevent sweat stains. The Z Drip Max by Lemme Be is a smart, hygienic, and environmentally friendly alternative to conventional period care that aims to make menstruators' life stress-free. Additionally, in 2022, Hanes introduced a brand of relatively affordable period panties. With quality period protection without the premium period panties price tag, the company's new comfort, period line of panties is made to help customers stay confident and at ease during their periods, even while sleeping. Therefore, the introduction of eco-friendly and comfortable period panties by various companies fuels the demand for the products in the market during the forecast period.

Growing Working Women Population Propels Market Growth

It is projected that there will be lot of opportunities for market growth due to the increased number of working women in the world. Women account for 39.3% of the worldwide labor force, according to World Bank data from 2021. Period panties can be easily afforded by the working women and can wear such panties in their working place or environment without any hesitation. Therefore, the increasing working women population globally, especially in developing nations, fuels the market demand for period panties during the forecast period.

Rising Acquisitions & Mergers Among Companies Aid Market Growth

Companies are adopting new marketing strategies such as acquisitions, mergers, partnerships, and collaborations for attracting and satisfying the needs of consumers.

For instance, in 2022, the key player in menstrual hygiene products, Kimberly-Clark Corporation, purchased a majority stake in Thinx, Inc., a market disruptor in the reusable period and incontinence underwear segment. In 2019, the business made a preliminary, modest investment in Thinx. Additionally, in 2022, Essity, a hygiene firm, has stated that it has paid USD320 million for an 80 percent ownership in the leak-proof clothing and period underwear company Knix Wear Inc. Essity intends to dominate the global market for leak-proof clothing by acquiring the Canadian firm. Essity currently has similar brands including Libresse, Bodyform, and TOM Organic in its portfolio. Therefore, the rising mergers and acquisitions between companies are driving the period panties market during the forecast period.

Surging Popularity of Eco-friendly Products Fuels Product Demand

The market is anticipated to be driven by consumer demand for a variety of environmentally friendly items, including panties. For instance, in 2022, GoPadFree Ultra has been introduced by HealthFab for Indian women who are menstruating. GoPadFree Ultra is a period panty with six times the absorbing capacity of a typical sanitary pad for days with exceptionally heavy flow. GoPadFree ultra-period underwear is environmentally friendly, and comfortable to wear..This underwear is completely machine washable and can last for at least 24 months. GoPadFree Ultra underwear is designed to make period times comfortable, rash-free, and hassle-free. Therefore, the increasing environmental concern among companies and consumers propels the demand for period panties during the forecast period.

Market Segmentation

The global period panties market is segmented into product type, style, size, distribution channel, and region. Based on the product type, the market is segmented into reusable, and disposable. Based on style, the market is segmented into boy shorts, bikinis, briefs, and others. Based on size, the market is segmented into small, medium, and large. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, convenience stores, pharmacy & drug stores, online and non-retail. The market analysis also studies regional segmentation to devise regional market segmentation.

Company Profile

Knix Wear, Inc., Thinx, Inc. (Kimberly-Clark), The Period Company, FANNYPANTS LLC, Panty Prop Inc (Ruby Love), Saalt, LLC, Anigan Inc., Period Panteez, Monthly

Gift, Inc. (Dear Kate), and WUKA Ltd, etc. are the major market players in the global platform that lead the market of the period panties market.

Report Scope:

In this report, the global period panties market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Period Panties Market, By Product Type:

Reusable

Disposable

Period Panties Market, By Style:

Boy Shorts

Bikini

Brief

Others

Period Panties Market, By Size:

Small

Medium

Large

Period Panties Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Pharmacy & Drug Stores

Online

Non-Retail

Period Panties Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global period panties market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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(Note: The companies list can be customized based on the client requirements.)

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