

Rice-based Products Market By Product (Rice Snacks, Rice Noodles, Rice Puddings, Rice Cakes, Others), By Distribution Channel (Offline, Online), By Region, By Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/R281855C418FEN.html>

Date: November 2023

Pages: 178

Price: US\$ 4,900.00 (Single User License)

ID: R281855C418FEN

Abstracts

The Global Sanitary Pads Market achieved a valuation of USD 23.75 billion in 2022 and is poised for robust growth throughout the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 5.5% through 2028. This market, a pivotal segment within the feminine hygiene industry, has undergone notable evolution and expansion over the years. Sanitary pads, also known as sanitary napkins or menstrual pads, are absorbent products utilized by women during menstruation to effectively manage menstrual flow.

The global sanitary pads market has exhibited consistent growth, fueled by various factors, including heightened awareness concerning menstrual hygiene, a growing female population, and increased levels of disposable income. As of my last update in September 2021, the market had already achieved substantial size, with expectations of sustained expansion.

These products are designed to cater to light to moderate menstrual flow and are well-suited for most days of the menstrual cycle. They offer a blend of comfort and discretion, making them a preferred choice for those seeking a thinner and less conspicuous option. In contrast, maxi pads, characterized by their greater thickness and higher absorbency, prove ideal for heavy flow days or overnight usage. Some pads feature wings, which are side flaps that fold over the sides of underwear, providing additional protection against leakage. Scented pads are specifically designed to mask menstrual odors, while unscented options are favored by individuals with sensitivities. The growing emphasis on sustainability has driven the popularity of organic and eco-

friendly sanitary pads, offering biodegradable and chemical-free alternatives.

The increased awareness surrounding menstrual hygiene, particularly in developing regions, has resulted in higher adoption rates of sanitary pads, surpassing traditional methods. The ongoing global trend of urbanization has induced lifestyle changes and facilitated access to modern hygiene products, including sanitary pads. Empowerment initiatives and women's education have played pivotal roles in enhancing the acceptance and usage of sanitary pads. Continuous innovation by manufacturers has led to improvements in comfort, absorption, and designs, enhancing the overall user experience.

In some regions, the cost of sanitary pads may pose a barrier for lower-income individuals, limiting access. Additionally, the environmental impact of disposable pads, which decompose slowly, has sparked interest in reusable and eco-friendly alternatives. Eco-friendly and reusable sanitary pads are expected to gain more traction as consumers prioritize sustainability. Innovations may encompass smart sanitary pads that provide real-time health data or offer enhanced comfort features. The market is likely to continue diversifying its product offerings to cater to diverse body types and menstrual needs.

Key Market Drivers

1. Women's Health and Hygiene Awareness:

- The primary driver of the global sanitary pads market is the increased awareness of women's health and hygiene. Globally, there is growing recognition of the importance of maintaining proper menstrual hygiene to prevent health issues and infections. This awareness has been propelled by educational initiatives, social campaigns, and government efforts to promote women's health.
- Women are proactively seeking safe and effective menstrual hygiene products, including sanitary pads. They are looking for products that offer comfort, reliability, and convenience during their menstrual cycles. Manufacturers have responded by developing innovative and technologically advanced sanitary pads that cater to these preferences.
- Moreover, discussions surrounding menstruation have become less stigmatized, leading to open conversations and the sharing of information among women. This has resulted in greater acceptance and usage of sanitary pads as a preferred menstrual

hygiene solution.

2. Rising Disposable Income and Urbanization:

- The global sanitary pads market has significantly benefited from rising disposable incomes and increasing urbanization in various regions. As economies grow, more women have the financial means to afford sanitary pads, which are often considered a more comfortable and convenient option compared to traditional alternatives like cloth or homemade pads.
- Urbanization has also played a crucial role in driving the demand for sanitary pads. In urban areas, there is often greater access to modern retail channels, including supermarkets, pharmacies, and convenience stores, where sanitary pads are readily available. Additionally, urban lifestyles are fast-paced, leading to a preference for convenient and disposable menstrual hygiene products like sanitary pads.
- As more women migrate to urban centers for work and education, the adoption of sanitary pads tends to rise, further boosting market growth. The combination of higher incomes and urban living fosters a conducive environment for the sanitary pads market to thrive.

3. Technological Advancements and Product Innovation:

- Technological advancements and continuous product innovation represent another significant driver of the global sanitary pads market. Manufacturers are investing heavily in research and development to create sanitary pads that offer superior comfort, absorption, and leak protection. These innovations aim to address the evolving needs and preferences of women.
- Manufacturers have introduced ultra-thin pads that provide excellent absorption while remaining discreet and comfortable to wear. These pads cater to women's desires for thinner, more lightweight options. Sanitary pads with long-lasting protection and enhanced absorption capabilities are gaining popularity. These pads are designed to keep women feeling fresh and dry throughout the day, allowing for greater convenience and comfort.
- In response to growing environmental concerns, manufacturers are developing eco-friendly sanitary pads made from biodegradable and sustainable materials. These pads offer an environmentally conscious alternative for environmentally aware consumers.

Manufacturers are creating specialized sanitary pads tailored to specific needs, such as overnight pads, heavy-flow pads, and pads with added herbal extracts for additional comfort. Some innovative sanitary pads are equipped with technology that allows users to track their menstrual health through mobile apps. These products provide a holistic approach to women's menstrual well-being.

Key Market Challenges

1. Access and Affordability:

- One of the most significant challenges in the global sanitary pads market is ensuring access to affordable menstrual hygiene products, particularly in developing countries. Millions of women and girls worldwide face barriers to accessing sanitary pads due to economic constraints. This challenge is multi-faceted:
 - Sanitary pads can be expensive, especially for low-income individuals and families. The recurring monthly cost of purchasing pads can strain household budgets, leading some women and girls to resort to cheaper, less hygienic alternatives, such as old rags or leaves. In some countries, sanitary pads are subject to high taxes, making them even less affordable. Efforts to reduce or eliminate these taxes, often referred to as the "tampon tax," have gained momentum in various regions.
 - Ensuring the distribution of affordable and quality sanitary pads to rural and remote areas can be logistically complex and expensive. Lack of infrastructure and transportation networks in these regions can hinder access.

2. Environmental Concerns:

- The environmental impact of disposable sanitary pads is a growing concern globally. Traditional disposable pads often contain plastic components and non-biodegradable materials, contributing to landfill waste and pollution.
 - Many disposable sanitary pads can take hundreds of years to break down in landfills, posing a long-term environmental hazard. The plastic components in some pads, such as the waterproof backing and absorbent gel materials, contribute to plastic pollution when not disposed of properly. While there is a growing interest in eco-friendly menstrual hygiene products, like reusable cloth pads and menstrual cups, adoption can be slow due to cultural factors, limited awareness, and perceived inconvenience.

- To address these concerns, the industry is witnessing a shift towards more sustainable and eco-friendly sanitary pad options. Companies are exploring biodegradable materials and investing in research and development to create environmentally responsible products. Public awareness campaigns are also promoting the adoption of eco-friendly menstrual hygiene options.

3. Cultural and Stigma-Related Challenges:

- Cultural beliefs, social stigmas

, and taboos surrounding menstruation present significant challenges in many parts of the world. In some cultures, menstruation is still considered a taboo subject, leading to shame and secrecy around the topic. This can hinder open discussions, education, and awareness about menstrual hygiene.

- Lack of comprehensive menstrual hygiene education in schools and communities can perpetuate myths and misunderstandings about menstruation, potentially affecting girls' self-esteem and access to appropriate products. In certain communities, traditional practices related to menstruation may involve seclusion or restrictions on daily activities, impacting girls' attendance at school and access to sanitary pads.

- Addressing these cultural and stigma-related challenges requires a multifaceted approach. It involves promoting comprehensive menstrual education, engaging with communities and religious leaders, and empowering women and girls to openly discuss and manage their menstrual health. Advocacy efforts and awareness campaigns play a crucial role in challenging stereotypes and reducing stigma surrounding menstruation.

Key Market Trends

1. Sustainable and Eco-Friendly Products:

- One of the most notable trends in the global sanitary pads market is the increasing demand for sustainable and eco-friendly products. Concerns about environmental sustainability have prompted consumers to seek alternatives to traditional disposable sanitary pads, which are often made with non-biodegradable materials. Manufacturers are responding to this trend by developing sanitary pads made from biodegradable and environmentally friendly materials. These pads break down naturally over time, reducing the environmental impact of disposable feminine hygiene products.

- Consumers are also showing a preference for sanitary pads that are free from harmful chemicals, fragrances, and dyes. Organic and chemical-free pads are gaining popularity among women who prioritize their health and well-being. Another emerging trend is the adoption of reusable sanitary pads and menstrual cups. These products are not only eco-friendly but also cost-effective in the long run. Reusable pads are typically made from cloth or other washable materials, and menstrual cups are made from medical-grade silicone or rubber.

- Brands are incorporating sustainability into their marketing and packaging, emphasizing their commitment to eco-conscious manufacturing and reduced environmental impact. This messaging resonates with consumers who want to make environmentally responsible choices.

2. Inclusivity and Period Positivity:

- There is a growing movement toward inclusivity and period positivity in the sanitary pads market. This trend focuses on breaking taboos surrounding menstruation, promoting menstrual education, and offering products that cater to a diverse range of needs.

- Brands are expanding their product lines to include a wider range of pad sizes and absorbency levels to accommodate the diverse needs of menstruating individuals. This inclusivity ensures that everyone can find a product that suits their body and flow.

- Companies and organizations are increasingly involved in menstrual health education and awareness campaigns. This includes initiatives to provide menstrual hygiene education to underserved communities and reduce the stigma associated with menstruation.

- Some sanitary pad brands are involved in charitable activities, such as donating pads to girls and women in need. These initiatives aim to address period poverty and ensure that menstruating individuals have access to essential hygiene products.

- Advertising and marketing campaigns are increasingly promoting period positivity, challenging societal norms, and encouraging open conversations about menstruation. These efforts seek to empower individuals to embrace their menstrual cycles and promote self-confidence.

Segmental Insights

Type Insights:

- Disposable pads, also known as sanitary pads or menstrual pads, hold a substantial share in the global sanitary pads market. These feminine hygiene products have revolutionized women's comfort and convenience during their menstrual cycles and have become an integral part of their lives. Several factors contribute to the dominance of disposable pads in the market, making them the preferred choice for millions of women worldwide.
- One of the primary reasons for the significant market share of disposable pads is their convenience and ease of use. Unlike traditional alternatives like cloth pads or menstrual cups, disposable pads offer a hassle-free and hygienic solution. Women can simply attach these pads to their underwear, ensuring a high level of comfort and absorbency throughout the day. This simplicity has made disposable pads a go-to choice for women of all ages.
- Disposable pads are also preferred for their exceptional absorbent capabilities. Manufacturers have continually improved the technology and materials used in pad production, resulting in pads that can effectively absorb and lock away menstrual fluid, preventing leaks and discomfort. This reliability is crucial for women, allowing them to go about their daily activities with confidence and peace of mind.
- Furthermore, disposable pads offer a wide range of options to cater to the diverse needs and preferences of women. These include various sizes, thicknesses, and absorbency levels. Women can choose pads that align with their flow, ensuring maximum comfort and protection during their menstrual cycles. Additionally, many disposable pad brands offer specialized products, such as ultra-thin pads for discreet wear or scented pads for added freshness.
- Hygiene is a paramount consideration for women during menstruation, and disposable pads excel in this aspect. They are designed with absorbent cores that pull moisture away from the body, helping to maintain dryness and reduce the risk of skin irritation or infection. The disposable nature of these pads ensures that women can maintain proper hygiene by easily disposing of used pads and replacing them with fresh ones.
- The global sanitary pads market has witnessed continuous innovation, with manufacturers introducing eco-friendly and sustainable options in response to growing environmental concerns. Biodegradable and organic disposable pads have gained

popularity among environmentally conscious consumers, addressing the issue of waste generation associated with traditional disposable pads.

Product Type Insights:

- Organic sanitary pads have secured a noteworthy share in the global sanitary pads market, signaling a profound shift in consumer preferences towards healthier, eco-conscious menstrual hygiene products. This growing trend is characterized by a heightened awareness of the potential health risks associated with conventional pads, as well as concerns about the environmental impact of disposable menstrual products.

- One of the primary reasons for the rise of organic pads is the increasing demand for natural and chemical-free alternatives. Conventional sanitary pads often contain synthetic materials, dyes, fragrances, and chemicals that may cause skin irritation, allergies, or discomfort for some individuals. In contrast, organic pads are made from natural and organic materials, such as organic cotton, bamboo, and plant-based fibers. These materials are hypoallergenic and free from harmful chemicals, providing a safer and more comfortable option for those with sensitivities or allergies.

- Moreover, the global trend towards sustainability and environmental consciousness has fueled the popularity of organic pads. Traditional sanitary pads are predominantly made from non-biodegradable materials like plastic and can take centuries to decompose in landfills, contributing to environmental pollution. Organic pads, on the other hand, are often biodegradable and manufactured using eco-friendly processes. This appeals to consumers who are concerned about reducing their carbon footprint and minimizing waste.

- The organic pads segment has also been bolstered by increased transparency and consumer education. Manufacturers of organic menstrual products typically emphasize transparency in their sourcing and production practices, providing consumers with detailed information about the materials used and the absence of harmful substances. Additionally, educational efforts have raised awareness about the potential health risks associated with conventional pads, encouraging individuals to make more informed choices for their well-being.

- Furthermore, the adoption of organic pads has been accelerated by advocacy groups and women's health organizations that promote natural and eco-friendly menstrual hygiene options. These organizations provide information and support for individuals seeking alternatives to conventional pads, helping to drive the market for organic

products.

Regional Insights:

- The Asia-Pacific region stands as a formidable player in the global sanitary pads market, exerting a substantial influence on both production and consumption.
- . This critical region encompasses diverse economies, cultures, and consumer preferences, contributing to its significant share in the worldwide market.
- One of the primary factors contributing to the prominence of the Asia-Pacific region in the global sanitary pads market is its vast population. With billions of people residing in countries like India, China, Indonesia, and others, there exists an enormous and consistent demand for feminine hygiene products. This substantial consumer base drives the consumption of sanitary pads, making the region a major market player.
- Furthermore, cultural norms and societal changes have played a pivotal role in shaping the demand for sanitary pads in Asia-Pacific. As awareness regarding menstrual health and hygiene grows, more women in the region are adopting modern feminine hygiene products like sanitary pads, transitioning from traditional methods. This shift in consumer behavior has created a burgeoning market for sanitary pads.
- Additionally, economic development and rising disposable incomes in many Asia-Pacific countries have increased the affordability of sanitary pads for a larger segment of the population. As more women gain access to personal hygiene products, the market's growth potential continues to expand.
- Manufacturing also plays a significant role in the Asia-Pacific sanitary pads market. Several prominent manufacturers are based in the region, and they supply not only to domestic markets but also export to other parts of the world. The manufacturing infrastructure, coupled with cost-effective production capabilities, positions Asia-Pacific as a hub for sanitary pad production, meeting both domestic and international demands.
- Moreover, the region's focus on innovation and product diversification has led to the introduction of a wide range of sanitary pad options. Manufacturers continually develop and market pads with various features, including different absorbency levels, materials, and sizes, catering to the diverse needs and preferences of consumers in Asia-Pacific.
- The Asia-Pacific sanitary pads market also benefits from government initiatives and

campaigns promoting menstrual hygiene and access to affordable feminine hygiene products. These efforts have contributed to increased awareness and affordability, further bolstering the market's growth.

Key Market Players

Hengan International Group Company Ltd

Edgewell Personal Care Company

Hygienika Dystrybucja S.A

Kimberly Clark Corporation

Napco Consumer Products Company Ltd

First Quality Enterprises, Inc

Johnson and Johnson Services, Inc

Bodywise (UK) Ltd

Drylock Technologies

Kao Corporation

Report Scope:

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

Global Sanitary Pads Market, By Type:

Disposable

Reusable

Global Sanitary Pads Market, By Product Type:

Organic

Conventional

Global Sanitary Pads Market, By Sales Channel:

Supermarkets/Hypermarkets

Drug Stores/Pharmacies

Convenience Stores

Online

Others

Global Sanitary Pads 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 sanitary pads market.

Available Customizations:

Global Sanitary Pads Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following

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customization options are available for the report:

Company Information

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

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- 14.1.6.4. Key Market Focus & Geographical Presence
- 14.1.6.5. Recent Developments
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- 14.1.10. Ottogi Corporation., Ltd
 - 14.1.10.1. Company Details
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 - 14.1.10.4. Key Market Focus & Geographical Presence
 - 14.1.10.5. Recent Developments
 - 14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 15.1. Key Focus Areas
- 15.2. Target Product
- 15.3. Target Distribution Channel

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