

Asia Pacific Feminine Hygiene Products Market Forecast to 2030 - Regional Analysis - by Product Type [Menstrual Care Products (Sanitary Napkins, Tampons, Menstrual Cups, and Others), Cleaning and Deodorizing Products (Hair Removal Products, Hygiene Wash, Intimate Spray, and Others), and Feminine Hygiene Products Underwear (Reusable Period Underwear, Reusable Incontinence Underwear, and Others)]; and Distribution Channel (Supermarkets and Hypermarkets, Drug Stores and Pharmacies, Health and Beauty Stores, Online Retail, and Others)

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Abstracts

The Asia Pacific feminine hygiene products market is expected to grow from US\$ 11,682.47 million in 2022 to US\$ 15,044.91 million by 2030. It is estimated to grow at a CAGR of 3.2% from 2022 to 2030.

Initiatives by Governments and Organizations Fuels Asia Pacific Feminine Hygiene Products Market

The increasing prices of feminine hygiene products owing to higher taxes prevent consumers from buying them. Thus, they search for alternatives, which can hamper their health. However, with increasing awareness about feminine hygiene, various governments globally are taking various initiatives, such as reducing taxes on feminine hygiene products and distributing them free of cost. For instance, the government of India has completely exempted sanitary pads from GST by charging a 0% tax rate on the sale of sanitary pads. Also, in 2018, Maharashtra's Department of Rural Development (India) launched the Asmita Yojana. As part of this program, Self-Help

Groups (SHGs) purchase sanitary napkins from vendors, register on a mobile application and then provide the packs to Asmita cardholders, mostly teenage females in school, at a very low price.

Further, in 2016, the Seoul Metropolitan Government (SMG) began supplying sanitary pads to teenagers from low-income families after realizing that these products are a basic requirement and a human rights concern. The SMG created a master plan and launched its public sanitary pad support program in 2019, following a pilot operation in 2018. Thus, initiatives taken by government bodies and organizations further create lucrative growth opportunities for the market.

Asia Pacific Feminine Hygiene Products Market Overview

The Asia Pacific feminine hygiene products market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The market growth is attributed to the growing women population in countries such as India and China, increasing disposable income, and the increasing inclination of females toward maintaining personal hygiene. In addition, the initiatives taken by various governments and organizations to promote females' health have increased the demand for feminine hygiene products in the region. In January 2021, the government of Raigarh (Chhattisgarh, India) announced the launch of "Pavna," a unique community-based menstrual hygiene program. This program aims to ensure universal menstrual hygiene through indigenous strategies based on three principles: Access, Awareness, and Acceptance to revolutionize the behavior and usage patterns of feminine hygiene products. According to a study conducted by the Women and Child Development Department of Raigarh, before the program's launch, 40% of women used sanitary pads, which after the implementation of Pavna increased to 75% in March 2022. Also, the government of India has completely exempted GST on the sale of sanitary pads. Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Feminine Hygiene Products Market Segmentation

The Asia Pacific feminine hygiene products market is segmented into product type, distribution channel, and country.

Based on product type, the Asia Pacific feminine hygiene products market is segmented into menstrual care products, cleaning and deodorizing products, and feminine hygiene underwear. The menstrual care products segment registered the largest Asia Pacific feminine hygiene products market share in 2022.

Based on distribution channel, the Asia Pacific feminine hygiene products market is segmented into supermarkets and hypermarkets, drug stores and pharmacies, health and beauty stores, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2022.

Based on country, the Asia Pacific feminine hygiene products market has been

categorized into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated Asia Pacific feminine hygiene products market in 2022.

Edgewell Personal Care Co, Essity AB, Kimberly-Clark Corp, Lune Group Oy Ltd, Mooncup Ltd, Ontex BV, and The Procter & Gamble Co are some of the leading companies operating in the feminine hygiene products market in the region.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. ASIA PACIFIC FEMININE HYGIENE PRODUCTS MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors/Suppliers
 - 4.3.4 End Consumers

5. ASIA PACIFIC FEMININE HYGIENE PRODUCTS MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Rising Awareness of Menstrual Hygiene
 - 5.1.2 Strategic Initiatives by Key Market Players

5.2 Market Restraints

5.2.1 Period Poverty and Social Stigma Associated with Menstruation

5.3 Market Opportunities

5.3.1 Initiatives by Governments and Organizations

5.4 Future Trends

5.4.1 Rising Adoption of Reusable and Eco-friendly Products

5.5 Impact of Drivers and Restraints:

6. FEMININE HYGIENE PRODUCTS MARKET - ASIA PACIFIC MARKET ANALYSIS

6.1 Asia Pacific Feminine Hygiene Products Market Revenue (US\$ Million), 2022 – 2030

6.2 Asia Pacific Feminine Hygiene Products Market Forecast and Analysis

7. ASIA PACIFIC FEMININE HYGIENE PRODUCTS MARKET ANALYSIS - PRODUCT TYPE

7.1 Menstrual Care Products

7.1.1 Overview

7.1.2 Menstrual Care Products Asia Pacific Feminine Hygiene Products Market Revenue, and Forecast to 2030 (US\$ Million)

7.1.3 Sanitary Napkins

7.1.3.1 Sanitary Napkins Asia Pacific Feminine Hygiene Products Market Revenue, and Forecast to 2030 (US\$ Million)

7.1.4 Tampons

7.1.4.1 Tampons Asia Pacific Feminine Hygiene Products Market Revenue, and Forecast to 2030 (US\$ Million)

7.1.5 Menstrual Cups

7.1.5.1 Menstrual Cups Asia Pacific Feminine Hygiene Products Market Revenue, and Forecast to 2030 (US\$ Million)

7.1.6 Other Menstrual Care Products

7.1.6.1 Other Menstrual Care Products Asia Pacific Feminine Hygiene Products Market Revenue, and Forecast to 2030 (US\$ Million)

7.2 Cleaning and Deodorizing Products

7.2.1 Overview

7.2.2 Cleaning and Deodorizing Products Asia Pacific Feminine Hygiene Products Market Revenue, and Forecast to 2030 (US\$ Million)

7.2.3 Hair Removal Products

7.2.3.1 Hair Removal Products Asia Pacific Feminine Hygiene Products Market

Revenue and Forecast to 2030 (US\$ Million)

7.2.4 Hygiene Wash

7.2.4.1 Hygiene Wash Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

7.2.5 Intimate Spray

7.2.5.1 Intimate Spray : Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

7.2.6 Others Cleaning and Deodorizing Products

7.2.6.1 Others Cleaning and Deodorizing Products Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

7.3 Feminine Hygiene Underwear

7.3.1 Overview

7.3.2 Feminine Hygiene Underwear Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

7.3.3 Reusable Period Underwear

7.3.3.1 Reusable Period Underwear Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

7.3.4 Reusable Incontinence Underwear

7.3.4.1 Reusable Incontinence Underwear Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

7.3.5 Others Feminine Hygiene Underwear

7.3.5.1 Others Feminine Hygiene Underwear Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

8. ASIA PACIFIC FEMININE HYGIENE PRODUCTS MARKET ANALYSIS - DISTRIBUTION CHANNEL

8.1 Supermarkets and Hypermarkets

8.1.1 Overview

8.1.2 Supermarkets and Hypermarkets Asia Pacific Feminine Hygiene Products Market Revenue, and Forecast to 2030 (US\$ Million)

8.2 Drug Stores and Pharmacies

8.2.1 Overview

8.2.2 Drug Stores and Pharmacies Asia Pacific Feminine Hygiene Products Market Revenue, and Forecast to 2030 (US\$ Million)

8.3 Health and Beauty Stores

8.3.1 Overview

8.3.2 Health and Beauty Stores: Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

8.4 Online Retail

8.4.1 Overview

8.4.2 Online Retail: Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

8.5 Others

8.5.1 Overview

8.5.2 Others: Asia Pacific Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

9. ASIA PACIFIC FEMININE HYGIENE PRODUCTS MARKET – COUNTRY ANALYSIS

9.1 Asia Pacific Feminine Hygiene Products Market

9.1.1 Overview

9.1.2 Asia Pacific Feminine Hygiene Products Market Breakdown by Country

9.1.2.1 Feminine Hygiene Products Market Breakdown by Country

9.1.2.2 Australia Feminine Hygiene Products Market Revenue and Forecasts To 2030 (US\$ Million)

9.1.2.2.1 Australia Feminine Hygiene Products Market Breakdown by Product Type

9.1.2.2.2 Australia Feminine Hygiene Products Market Breakdown by Distribution Channel

9.1.2.3 China Feminine Hygiene Products Market Revenue and Forecasts To 2030 (US\$ Million)

9.1.2.3.1 China Feminine Hygiene Products Market Breakdown by Product Type

9.1.2.3.2 China Feminine Hygiene Products Market Breakdown by Distribution Channel

9.1.2.4 India Feminine Hygiene Products Market Revenue and Forecasts To 2030 (US\$ Million)

9.1.2.4.1 India Feminine Hygiene Products Market Breakdown by Product Type

9.1.2.4.2 India Feminine Hygiene Products Market Breakdown by Distribution Channel

9.1.2.5 Japan Feminine Hygiene Products Market Revenue and Forecasts To 2030 (US\$ Million)

9.1.2.5.1 Japan Feminine Hygiene Products Market Breakdown by Product Type

9.1.2.5.2 Japan Feminine Hygiene Products Market Breakdown by Distribution Channel

9.1.2.6 South Korea Feminine Hygiene Products Market Revenue and Forecasts To 2030 (US\$ Million)

9.1.2.6.1 South Korea Feminine Hygiene Products Market Breakdown by Product

Type

9.1.2.6.2 South Korea Feminine Hygiene Products Market Breakdown by Distribution Channel

9.1.2.7 Rest of Asia Pacific Feminine Hygiene Products Market Revenue and Forecasts To 2030 (US\$ Million)

9.1.2.7.1 Rest of Asia Pacific Feminine Hygiene Products Market Breakdown by Product Type

9.1.2.7.2 Rest of Asia Pacific Feminine Hygiene Products Market Breakdown by Distribution Channel

10. COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis By Key Players

11. COMPANY PROFILES

11.1 Edgewell Personal Care Co

11.1.1 Key Facts

11.1.2 Business Description

11.1.3 Products and Services

11.1.4 Financial Overview

11.1.5 SWOT Analysis

11.1.6 Key Developments

11.2 Kimberly-Clark Corp

11.2.1 Key Facts

11.2.2 Business Description

11.2.3 Products and Services

11.2.4 Financial Overview

11.2.5 SWOT Analysis

11.2.6 Key Developments

11.3 Lune Group Oy Ltd

11.3.1 Key Facts

11.3.2 Business Description

11.3.3 Products and Services

11.3.4 Financial Overview

11.3.5 SWOT Analysis

11.3.6 Key Developments

11.4 Mooncup Ltd

11.4.1 Key Facts

- 11.4.2 Business Description
- 11.4.3 Products and Services
- 11.4.4 Financial Overview
- 11.4.5 SWOT Analysis
- 11.4.6 Key Developments
- 11.5 Ontex BV
 - 11.5.1 Key Facts
 - 11.5.2 Business Description
 - 11.5.3 Products and Services
 - 11.5.4 Financial Overview
 - 11.5.5 SWOT Analysis
 - 11.5.6 Key Developments
- 11.6 Essity AB
 - 11.6.1 Key Facts
 - 11.6.2 Business Description
 - 11.6.3 Products and Services
 - 11.6.4 Financial Overview
 - 11.6.5 SWOT Analysis
 - 11.6.6 Key Developments
- 11.7 The Procter & Gamble Co
 - 11.7.1 Key Facts
 - 11.7.2 Business Description
 - 11.7.3 Products and Services
 - 11.7.4 Financial Overview
 - 11.7.5 SWOT Analysis
 - 11.7.6 Key Developments

12. APPENDIX

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