

# **Europe 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 Europe feminine hygiene products market is expected to grow from US\$ 6,679.18 million in 2022 to US\$ 8,757.73 million by 2030. It is estimated to grow at a CAGR of 3.4% from 2022 to 2030.

**Strategic Initiatives by Key Market Players Fuels Europe Feminine Hygiene Products Market**

The feminine hygiene products market is rising steadily. Manufacturers are heavily investing in research and development projects, partnerships, expansion plans, and collaborations to launch innovative products to attract a large consumer base. For instance, in June 2020, Pee Safe launched a new range of intimate hygiene products, including undergarment sanitizer spray, reusable sanitary pads, oxo-biodegradable disposable bags, and an intimate hygiene powder. Key market players are adopting strategic initiatives such as mergers and acquisitions to expand its product portfolio and their geographical presence. For instance, in November 2022, Edgewell Personal Care

company announced the acquisition of Billie Inc. The acquisition was aimed at expanding its product portfolio of premier feminine shave and body care brands. Additionally, natural and clean hair removal products are gaining popularity in the region due to the greater awareness of the harmful effects of chemicals and the rising inclination toward using green and clean personal care products. This trend has prompted manufacturers to develop natural products based on customer requirements. The product range includes natural cucumber extracts, aloe vera, and grapeseed oil. Thus, such product launches and other strategies to cater to the increasing consumer demand aids the market growth.

### Europe Feminine Hygiene Products Market Overview

The Europe feminine hygiene products market is rapidly surging as there has been a significant increase in awareness and education about feminine hygiene- and health-related issues. Organizations, campaigns, and initiatives have focused on spreading knowledge about maintaining good menstrual hygiene practices. This heightened awareness has led to a growing demand for feminine hygiene products. Additionally, societal attitudes toward menstruation and feminine hygiene have evolved. There is now a greater acceptance and openness about discussing these topics. This cultural shift has reduced the stigma associated with menstruation, leading to more women seeking and using feminine hygiene products.

Additionally, with government support, the market is bolstering. For instance, in January 2020, the German government passed a law that reclassifies tampons and sanitary pads as necessary instead of luxury products. The tax on sanitary products fell from 19% to 7%. The law aims to make menstrual hygiene products affordable and accessible to women and girls of all classes. Also, in February 2023, the Spain government passed a law that allows women to take official paid leave from work during painful periods. Such laws support the well-being of women at workplaces without affecting their overall productivity. Such supportive government policies in the region significantly drive the growth of the feminine hygiene products market.

The feminine hygiene industry has witnessed significant product innovation, offering a more comprehensive range of options to cater to different preferences and needs. Manufacturers have introduced organic and biodegradable tampons and pads, menstrual cups, period panties, and reusable cloth pads. These innovative products have attracted new consumers, contributing to market growth. Also, with increasing concerns about environmental sustainability and personal health, many women opt for eco-friendly and chemical-free feminine hygiene products. Consumers are becoming more conscious about the materials used in menstrual products and their potential environmental impact. All these factors have led to a rise in the demand for sustainable and organic alternatives, ultimately bolstering market growth.

### Europe Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$)

Million)

### Europe Feminine Hygiene Products Market Segmentation

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

In terms of product type, the Europe 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 Europe feminine hygiene products market share in 2022.

By distribution channel, the Europe 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 Europe feminine hygiene products market has been categorized into the Germany, UK, France, Spain, Italy, Russia, Poland, Sweden, Norway, Switzerland, Belgium, the Netherlands, and the Rest of Europe. The Rest of Europe dominated Europe feminine hygiene products market in 2022.

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

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