

# Europe Menstrual Cups Market Forecast to 2030 - Regional Analysis - by Type (Reusable and Disposable), Material (Medical Grade Silicon, Rubber, and Thermoplastic Elastomer), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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## Abstracts

The Europe menstrual cups market was valued at US\$ 317.11 million in 2022 and is expected to reach US\$ 505.38 million by 2030; it is estimated to register a CAGR of 6.0% from 2022 to 2030.

### Government Initiatives Bolster Europe Menstrual Cups Market

Government initiatives are crucial in creating opportunities for the menstrual cup market by fostering awareness, promoting sustainable practices, and addressing menstrual hygiene challenges. In many regions, governments recognize the importance of menstrual health and have implemented programs to educate and empower individuals about alternative and sustainable menstrual hygiene products like menstrual cups. In Europe, several governments have taken steps to address the environmental impact of menstrual products. The Scottish government, for instance, provides free menstrual products in schools and colleges, including menstrual cups, as part of their commitment to reducing single-use plastic waste. These initiatives not only promote the adoption of menstrual cups but also contribute to normalizing conversations around menstruation and reducing the stigma associated with it. Governments increasingly recognize the economic benefits of promoting reusable and sustainable menstrual products. Overall, government initiatives worldwide are creating a conducive environment for the Europe menstrual cups market by addressing affordability and sustainability concerns, opening up new opportunities for manufacturers, and fostering positive changes in menstrual hygiene practices.

## Europe Menstrual Cups Market Overview

The increasing demand for menstrual cups in Europe can be attributed to factors that reflect regional trends and cultural shifts. There is a growing emphasis on menstrual health and education across Europe, leading to increased awareness about different menstrual hygiene options. Menstrual cups, known for their safety and health benefits, are gaining popularity as women and individuals become more informed about their choices and seek alternatives that prioritize well-being. For instance, in September 2023, the Ministry of Equality and Feminisms presented the details of the free and universal distribution of reusable menstrual products to all women in Catalonia, as included in the Comprehensive Menstrual and Climacteric Equity Plan 2023-2025. Catalonia will be the first country in the world to distribute free, reusable menstrual products to a potential population of 2.5 million women. Such initiatives increase awareness regarding reusable menstrual products such as menstrual cups, bolstering the market growth.

Further, the cultural landscape in Europe places a strong emphasis on sustainable living and environmental responsibility. Many European countries have been at the forefront of environmental movements, and this mindset extends to consumer choices, including menstrual products. The eco-friendly nature of menstrual cups aligns with the broader European commitment to reducing waste and promoting environmentally conscious practices, driving the demand for these reusable products. Also, the diversity of European menstrual cup options, including various sizes, shapes, and materials, allows individuals to find a product that caters to their specific needs and preferences. This customization aspect contributes to the popularity of menstrual cups, as consumers appreciate having a range of choices that cater to their comfort and lifestyle, propelling the surge in product demand across the region. Furthermore, various government initiatives are supporting the market growth. For instance, in November 2020, Scotland became the first country to offer tampons and sanitary pads to anyone in need. The Period Products (Free Provision) Act 2021 was passed in late 2020. The Act imposed a legal duty on local authorities to ensure "anyone who needs" products used during menstruation—such as tampons, menstrual cups, and sanitary towels—can access them for free.

Europe Menstrual Cups Market Revenue and Forecast to 2030 (US\$ Million)

Europe Menstrual Cups Market Segmentation

The Europe menstrual cups market is categorized into type, material, distribution channel, and country.

Based on type, the Europe menstrual cups market is bifurcated into reusable and disposable. The reusable segment held a larger market share in 2022.

In terms of material, the Europe menstrual cups market is categorized into medical grade silicon, rubber, and thermoplastic elastomer. The multi-stage segment held the

largest market share in 2022.

By distribution channel, the Europe menstrual cups market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The specialty stores segment held the largest market share in 2022.

By country, the Europe menstrual cups market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe menstrual cups market share in 2022.

Diva International Inc, Lena Cup LLC, Lune Group Oy Ltd, Pixie Cup LLC, Saalt LLC, and The Flex Co are among the leading companies operating in the Europe menstrual cups market.

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