

# **Feminine Hygiene Products Market Forecast to 2030 - Global 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 feminine hygiene products market was valued at US\$ 26.73 billion in 2022 and is projected to reach US\$ 36.30 billion by 2030; it is expected to register a CAGR of 3.9% from 2022 to 2030.

Eco-friendly and reusable feminine hygiene products are becoming popular with rising sustainability concerns among consumers across the region. The non-biodegradability of female hygiene products is a major environmental concern. According to the Women's Environmental Network (WEN), half of the UK's women population flush tampons away; approximately 1.5–2 billion menstrual items are flushed down Britain's toilets yearly. In North America, around 20 billion sanitary napkins, tampons, and applicators are sent to landfills annually. Thus, environmentally friendly sanitary napkins, panty liners, and tampons, among other feminine hygiene products made of natural fibers, are a viable choice. Organic cotton, jute, banana fiber, and bamboo are

among the natural absorbent fibers. They are widely available and biodegradable, with a minimal carbon footprint. Using these fibers also lowers the production costs of feminine hygiene products. The absorbency and retention properties of these natural fibers make them a preferred choice over conventional options. Banana fiber, bamboo fiber, jute fiber, and a combination of cellulose-based hydrogel have a similar absorbency rate as compared to synthetic superabsorbent polymer (SAP). Similarly, in place of non-biodegradable polyethylene and polyurethane, a bio-based plastic made from starch can be utilized as a barrier sheet. A few companies that create eco-friendly products include Shethinx, Saaltco, and Wearedame. For instance, Boots sells plant-based applicator tampons that are both affordable and eco-friendly. Moreover, companies are adopting novel technologies, and launching reusable panty liners and sanitary pads, which are impermeable, chlorine-free, and reusable/washable. For instance, in May 2021, Zorbies launched washable and reusable incontinence underwear with expanded coverage and absorbency for women. In December 2022, Trace Femcare announced the launch of Climate Beneficial Cotton and regenerative hemp fiber tampon. The launch addressed the increasing plastic population and global warming caused by nondisposable tampons.

Thus, the increasing adoption of reusable and eco-friendly feminine hygiene products is expected to create a new trend in the market during the forecast period.

Based on product type, the feminine hygiene products market is segmented into menstrual care products, cleaning and deodorizing products, and feminine hygiene underwear. The menstrual care feminine hygiene products segment accounted for the largest share of the market in 2022, and the cleaning and deodorizing feminine hygiene products segment is expected to register the highest CAGR during the forecast period. Manufacturers are launching innovative products with clean ingredients that are gentle on delicate body areas and harmless to the skin's natural microbiome. For instance, Wype Ltd, a UK-based feminine hygiene care company, launched a gynecologically approved feminine pH hypoallergenic gel. Its constituents—vitamin E, lactic acid, oats, rose water, and geranium—are gentle on skin, and keep it nourished and moisturized. The European market for cleaning and deodorizing products is growing with the burgeoning popularity of such products.

Many businesses recovered as the governments of various countries eased the restrictions after the initial months of lockdown in 2020. The introduction of the COVID-19 vaccine offered further relief from the distressing pandemic situation, leading to a rise in business activities. The resumption of operations in the manufacturing units positively impacted the feminine hygiene products market and led to the recovery of the

production of feminine hygiene products. Manufacturers overcame the demand and supply gap as they were permitted to operate at total capacity.

Geographically, the feminine hygiene products market is segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. In 2022, Asia Pacific held the largest share of the feminine hygiene products market, and North America is estimated to register the highest CAGR over the forecast period. According to the study conducted by the Women and Child Development department of the district, before the launch of the program, 40% of women in the district used sanitary pads, which after implementation of Pavana increased to 75% by March 2022. Also, the government of India has completely exempted sanitary pads from GST by charging a 0% tax rate on the sale of sanitary pads.

Key players in the market, such as Procter & Gamble, Unilever, Kimberly-Clark, Reckitt Benckiser, and Beiersdorf, among others as are engaged in adopting strategic initiatives such as product launches, merger, and acquisitions to cater to the growing demand for personal hygiene products in the region. For instance, in October 2022, Yoona Digital Indonesia announced the launch of eco-friendly organic sanitary pads made from 100% organic material. The launch was aimed to cater to the growing demand for sustainable personal hygiene care products. Moreover, the rise of online shopping and e-commerce platforms has made feminine hygiene products more accessible to consumers. Women can conveniently browse and purchase a wide range of products from the comfort of their homes, contributing to the market growth in the region.

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, The Procter & Gamble Co. are among the key players operating in the feminine hygiene products market. These companies are focused on new product launches and geographic expansions to meet the growing consumer demand worldwide.

The overall feminine hygiene products market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs; business development managers; market intelligence managers; national sales

managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the feminine hygiene products market.

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