

Menstrual Cups Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: 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 menstrual cups market size was valued at US\$ 1.05 billion in 2022 and is expected to reach US\$ 1.64 billion by 2030; it is estimated to register a CAGR of 5.8% from 2022 to 2030.

Menstrual cups are reusable, bell-shaped devices designed for feminine hygiene during menstruation. Typically made of medical-grade silicone or rubber, these cups are inserted into the vagina to collect menstrual fluid rather than absorbing it like traditional tampons or pads. They create a seal to prevent leaks and can be worn for up to 12 hours before needing to be emptied, offering a sustainable and cost-effective alternative to disposable products. Menstrual cups are gaining popularity for their environmental benefits and long-term cost savings compared to traditional menstrual hygiene options.

Based on type, the market is categorized into reusable and disposable. The reusable segment is expected to register the highest CAGR during 2022–2030. Reusable menstrual cups represent a sustainable and cost-effective revolution in menstrual hygiene. Typically crafted from medical-grade silicone, rubber, or thermoplastic elastomers, these bell-shaped cups are inserted into the vagina to collect menstrual

flow rather than absorbing it like traditional tampons or pads. The flexibility and softness of the material ensure comfort and ease of use, adapting to the user's anatomy. Reusable menstrual cups can be worn for up to 12 hours, providing leak-free protection and allowing users greater flexibility in managing their periods. One of their most significant advantages is their environmental impact, as they can be reused. The cups significantly reduce the amount of menstrual waste produced, contributing to an eco-friendly menstrual care routine. In addition, the long-term cost savings and the convenience of not needing to purchase disposable products regularly make reusable menstrual cups an increasingly popular choice for users looking for sustainable and practical alternatives in menstrual hygiene.

The surge in demand for menstrual cups in Asia Pacific can be attributed to various factors, including rising cultural shifts, increasing awareness, and the growing importance of women's health. There has been a rising movement toward breaking taboos surrounding menstruation in many Asian countries. As societies become more open to discussing menstrual health, individuals are exploring alternative and more sustainable options such as menstrual cups, which offer comfort and convenience while challenging traditional norms associated with menstrual hygiene. For instance, in September 2023, a pilot program with an aim to provide menstrual cups to women was launched in Chennai, India. In September 2023, under the 'Thinkal' project, ~1,500 women in the reproductive age group from economically poor households in 12 localities under the Greater Chennai Corporation's wards in South Chennai will receive menstrual cups in the next three months. Hence, the rise in such initiatives increases the awareness and demand for menstrual cups across the region. Moreover, Asia Pacific has witnessed rapid urbanization and changing lifestyles, with more women joining the workforce and leading busy lives. Menstrual cups, being long-lasting and reliable, are gaining popularity as a practical solution for those seeking a convenient, low-maintenance menstrual hygiene option. The adaptability of menstrual cups to different lifestyles, including travel and outdoor activities, contributes to their increasing acceptance among women in Asia.

Additionally, the economic factor plays a significant role in the growing demand for menstrual cups in Asia Pacific. In many countries across the region, disposable menstrual products can be expensive and contribute to a significant monthly expense. The cost-effectiveness of menstrual cups, considering their reusable nature, makes them attractive for individuals seeking an affordable and sustainable solution. As economic conditions improve and disposable incomes rise, more people in Asia are likely to use menstrual cups as a practical and cost-saving choice for menstrual hygiene.

The key players operating in the global menstrual cups market include Nixit, Lunette Global, Lena Cup LLC, Diva International Inc., Saalt, Pixie Cup, June Cup, Cora, The Flex Company, and Blossom Cup. Players operating in the global menstrual cups market focus on providing high-quality products to fulfill customer demand. They also focus on strategies such as investments in research and development activities, new product launches, and expanding production capacities.

The overall global menstrual cups 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, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the menstrual cups market.

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