

# **Middle East & Africa 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)**

<https://marketpublishers.com/r/MB85577ED88EEN.html>

Date: May 2024

Pages: 69

Price: US\$ 3,550.00 (Single User License)

ID: MB85577ED88EEN

## **Abstracts**

The Middle East & Africa menstrual cups market was valued at US\$ 22.46 million in 2022 and is expected to reach US\$ 31.31 million by 2030; it is estimated to register a CAGR of 4.2% from 2022 to 2030.

### **Increasing Demand for Sustainable Menstrual Products Boosts Middle East & Africa Menstrual Cups Market**

The surging demand for sustainable menstrual products is a primary driver propelling the menstrual cup market. In recent years, there has been a global shift toward sustainability, with consumers becoming increasingly aware of the environmental impact of traditional disposable menstrual products. Traditional pads and tampons contribute significantly to plastic waste, and their production involves consuming resources and energy. Every year, an average woman trashes nearly 150 kilograms of nonbiodegradable waste. Menstrual cups have emerged as a leading choice as individuals seek eco-friendly alternatives due to their reusable nature. This heightened environmental consciousness drives consumers to opt for products that minimize their ecological footprint, boosting the demand for menstrual cups.

The increased demand for sustainable menstrual products is closely tied to a broader movement advocating women's health and well-being. Consumers are increasingly

prioritizing products that are not only good for the environment but also safe and beneficial for their health. Menstrual cups, typically made from medical-grade silicone, rubber, or thermoplastic elastomers, are considered safe and hygienic, reducing the risk of irritation and allergic reactions often associated with traditional products. The alignment of menstrual cups with environmental sustainability and women's health contributes to their appeal, acting as a driver for their rising popularity.

The call for sustainability in menstrual products has been amplified by various advocacy groups, NGOs, and government initiatives that aim to raise awareness about the environmental impact of disposable options. Campaigns promoting sustainable menstruation have been crucial in educating the public about the benefits of reusable alternatives like menstrual cups. The growing visibility and endorsement of sustainable menstrual practices contribute to a positive shift in consumer attitudes, fostering greater acceptance and adoption of menstrual cups.

The demand for sustainable menstrual products is also fueled by a younger generation of consumers prioritizing eco-conscious choices. Millennials and Generation Z, in particular, drive the demand for sustainable and ethical products across various industries, including personal care. These demographics' awareness and preferences influence market trends, and menstrual cups, being a sustainable and forward-thinking option, align well with their values. As this demographic continues to grow in purchasing power, the demand for menstrual cups will also grow, reinforcing their position in the market as a leading sustainable menstrual product.

## Middle East & Africa Menstrual Cups Market Overview

In the Middle East & Africa, there is a surge in demand for menstrual cups due to rising cultural shifts and increasing access to education that challenges taboos surrounding menstruation. As awareness grows, individuals seek alternatives that provide greater comfort and convenience. With their long-lasting and reusable nature, menstrual cups are gaining acceptance as a practical and discreet solution, allowing women in the Middle East & Africa to manage their menstrual hygiene in a flexible manner. Many campaigns also contribute to the surge of benefits associated with menstrual cups. For instance, THE CUP Foundation is a global campaign, in partnership with a few of the leading menstrual cup producers, that aims to provide a menstrual cup to one million girls living in poverty and to enroll them in a two-week program that covers several social, physical, and emotional issues faced by them. Currently, the program is helping girls aged 9-14 in schools in Kenya, and it aims to expand to India in the near future.

Furthermore, the focus on hygiene and sanitation in the Middle East & Africa drives the demand for menstrual cups. Access to clean and affordable sanitary products might be limited to a few areas, leading individuals to explore sustainable options that do not compromise hygiene. Menstrual cups are reusable and easy to maintain and offer a reliable solution that aligns with the region's emphasis on maintaining good hygiene practices, especially in areas where traditional sanitary options might be less accessible.

Additionally, the environmental impact of disposable menstrual products is gaining attention in the Middle East & Africa. As knowledge about sustainability and environmental consciousness grows, individuals in the region become more aware of the ecological consequences of single-use items. Menstrual cups' reusable and eco-friendly nature appeals to those seeking a solution that minimizes waste and contributes to a more sustainable approach to menstrual hygiene in the Middle East & Africa.

Middle East & Africa Menstrual Cups Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Menstrual Cups Market Segmentation

The Middle East & Africa menstrual cups market is categorized into type, material, distribution channel, and country.

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

In terms of material, the Middle East & Africa menstrual cups market is categorized into medical grade silicon, rubber, and thermoplastic elastomer. The medical grade silicon segment held a larger market share in 2022.

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

By country, the Middle East & Africa menstrual cups market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa 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 Middle East & Africa menstrual cups market.

## Contents

### **1. INTRODUCTION**

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

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research
- 3.4 Limitations and Assumptions

### **4. MIDDLE EAST & AFRICA MENSTRUAL CUPS 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

### **5. MIDDLE EAST & AFRICA MENSTRUAL CUPS MARKET - KEY INDUSTRY DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Increasing Demand for Sustainable Menstrual Products
  - 5.1.1 Convenience and Cost Effectiveness Provided by Menstrual Cups
- 5.2 Market Restraints
  - 5.2.1 Product Availability
  - 5.2.2 Consumer Perception and Unawareness

### 5.3 Market Opportunities

#### 5.3.1 Government Initiatives

### 5.4 Future Trends

#### 5.4.1 Thermoplastic Elastomers Menstrual Cups

### 5.5 Impact of Drivers and Restraints:

## **6. MENSTRUAL CUPS MARKET - MIDDLE EAST & AFRICA MARKET ANALYSIS**

### 6.1 Middle East & Africa Menstrual Cups Market Revenue (US\$ Million), 2020 - 2030

### 6.2 Middle East & Africa Menstrual Cups Market Forecast and Analysis

## **7. MIDDLE EAST & AFRICA MENSTRUAL CUPS MARKET ANALYSIS - TYPE**

### 7.1 Reusable

#### 7.1.1 Overview

#### 7.1.2 Reusable Market Revenue and Forecast to 2030 (US\$ Million)

### 7.2 Disposable

#### 7.2.1 Overview

#### 7.2.2 Disposable Market Revenue and Forecast to 2030 (US\$ Million)

## **8. MIDDLE EAST & AFRICA MENSTRUAL CUPS MARKET ANALYSIS - MATERIAL**

### 8.1 Medical Grade Silicon

#### 8.1.1 Overview

#### 8.1.2 Medical Grade Silicon Market Revenue and Forecast to 2030 (US\$ Million)

### 8.2 Rubber

#### 8.2.1 Overview

#### 8.2.2 Rubber Market Revenue and Forecast to 2030 (US\$ Million)

### 8.3 Thermoplastic Elastomer

#### 8.3.1 Overview

#### 8.3.2 Thermoplastic Elastomer Market Revenue and Forecast to 2030 (US\$ Million)

## **9. MIDDLE EAST & AFRICA MENSTRUAL CUPS MARKET ANALYSIS - DISTRIBUTION CHANNEL**

### 9.1 Supermarkets and Hypermarkets

#### 9.1.1 Overview

#### 9.1.2 Supermarkets and Hypermarkets Market Revenue and Forecast to 2030 (US\$ Million)

## 9.2 Specialty Stores

### 9.2.1 Overview

### 9.2.2 Specialty Stores Market Revenue and Forecast to 2030 (US\$ Million)

## 9.3 Online Retail

### 9.3.1 Overview

### 9.3.2 Online Retail Market Revenue and Forecast to 2030 (US\$ Million)

## 9.4 Others

### 9.4.1 Overview

### 9.4.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

## **10. MIDDLE EAST & AFRICA MENSTRUAL CUPS MARKET - COUNTRY ANALYSIS**

### 10.1 Middle East & Africa

#### 10.1.1 Middle East & Africa Menstrual Cups Market Revenue and Forecasts and Analysis - By Countries

##### 10.1.1.1 Middle East & Africa Menstrual Cups Market Breakdown by Country

#### 10.1.1.2 Saudi Arabia: Middle East & Africa Menstrual Cups Market Revenue and Forecasts to 2030 (US\$ Million)

##### 10.1.1.2.1 Saudi Arabia: Middle East & Africa Menstrual Cups Market Breakdown by Type

##### 10.1.1.2.2 Saudi Arabia: Middle East & Africa Menstrual Cups Market Breakdown by Material

##### 10.1.1.2.3 Saudi Arabia: Middle East & Africa Menstrual Cups Market Breakdown by Distribution Channel

#### 10.1.1.3 UAE: Middle East & Africa Menstrual Cups Market Revenue and Forecasts to 2030 (US\$ Million)

##### 10.1.1.3.1 UAE: Middle East & Africa Menstrual Cups Market Breakdown by Type

##### 10.1.1.3.2 UAE: Middle East & Africa Menstrual Cups Market Breakdown by Material

##### 10.1.1.3.3 UAE: Middle East & Africa Menstrual Cups Market Breakdown by Distribution Channel

#### 10.1.1.4 South Africa: Middle East & Africa Menstrual Cups Market Revenue and Forecasts to 2030 (US\$ Million)

##### 10.1.1.4.1 South Africa: Middle East & Africa Menstrual Cups Market Breakdown by Type

##### 10.1.1.4.2 South Africa: Middle East & Africa Menstrual Cups Market Breakdown by Material

##### 10.1.1.4.3 South Africa: Middle East & Africa Menstrual Cups Market Breakdown by Distribution Channel

10.1.1.5 Rest of Middle East & Africa: Middle East & Africa Menstrual Cups Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.1.5.1 Rest of Middle East & Africa: Middle East & Africa Menstrual Cups Market Breakdown by Type

10.1.1.5.2 Rest of Middle East & Africa: Middle East & Africa Menstrual Cups Market Breakdown by Material

10.1.1.5.3 Rest of Middle East & Africa: Middle East & Africa Menstrual Cups Market Breakdown by Distribution Channel

## **11. COMPETITIVE LANDSCAPE**

11.1 Heat Map Analysis By Key Players

11.2 Company Positioning & Concentration

## **12. COMPANY PROFILES**

12.1 The Flex Co

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 Pixie Cup LLC

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 Saalt LLC

12.3.1 Key Facts

12.3.2 Business Description

12.3.3 Products and Services

12.3.4 Financial Overview

12.3.5 SWOT Analysis

12.3.6 Key Developments

12.4 Diva International Inc

12.4.1 Key Facts



- 12.4.2 Business Description
- 12.4.3 Products and Services
- 12.4.4 Financial Overview
- 12.4.5 SWOT Analysis
- 12.4.6 Key Developments
- 12.5 Lena Cup LLC
  - 12.5.1 Key Facts
  - 12.5.2 Business Description
  - 12.5.3 Products and Services
  - 12.5.4 Financial Overview
  - 12.5.5 SWOT Analysis
  - 12.5.6 Key Developments
- 12.6 Lune Group Oy Ltd
  - 12.6.1 Key Facts
  - 12.6.2 Business Description
  - 12.6.3 Products and Services
  - 12.6.4 Financial Overview
  - 12.6.5 SWOT Analysis
  - 12.6.6 Key Developments

## **13. APPENDIX**

## I would like to order

Product name: Middle East & Africa 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)

Product link: <https://marketpublishers.com/r/MB85577ED88EEN.html>

Price: US\$ 3,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MB85577ED88EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970