

North America 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 North America feminine hygiene products market is expected to grow from US\$ 5,557.86 million in 2022 to US\$ 8,440.98 million by 2030. It is estimated to grow at a CAGR of 5.4% from 2022 to 2030.

Rising Awareness of Menstrual Hygiene Fuels North America Feminine Hygiene Products Market

In recent times, the women population in globally has become more aware of menstrual hygiene, particularly among the working class. Since 2012, several public health organizations have started focusing on menstruation hygiene management (MHM). Grassroots workers, social entrepreneurs, and United Nations agencies are also contributing to this noble cause. For example, in May 2013, WASH United conducted a 28-day social media campaign called "May #MENSTRAVAGANZA" on Twitter to generate awareness about menstruation and MHM. Additionally, on May 28, 2014, many people celebrated Menstrual Hygiene Day for the first time with exhibitions,

rallies, movie screenings, speeches, and workshops. This day is celebrated annually across the globe to create awareness about menstrual hygiene.

Social media has become a forum to discuss menstrual issues and educate females from all walks of life about the importance of menstrual hygiene. Thus, the growing awareness about menstrual hygiene creates a considerable demand for feminine hygiene products, propelling the market growth.

North America Feminine Hygiene Products Market Overview

The North America feminine hygiene products market is segmented into the US, Canada, and Mexico. The market growth in the region is attributed to a higher standard of living, better sanitation practices, and greater income levels for women. The market has witnessed continuous innovation in feminine hygiene products as companies constantly introduce new and improved products to cater to the different needs and preferences of customers. For instance, in August 2021, feminine hygiene products announced the launch of duets — a tampon and liner system designed to end stains. Moreover, in North America, ~20 billion sanitary napkins, tampons, and applicators are sent to landfills annually. There is a growing concern among customers for environmental issues, such as the increased usage of plastic that causes North America warming; this has encouraged women to opt for sustainable and eco-friendly products. The products such as menstrual cups and cloth pads have gained popularity owing to their cost-effectiveness and reduced environmental impact. Thus, the growing demand for sustainable and eco-friendly feminine hygiene products has resulted in product innovation and the launch of new products in the market. For instance, in December 2022, Trace Femcare announced the launch of Climate Beneficial Cotton and regenerative hemp fiber tampon. The product addressed the global warming issues caused by increased usage of plastic such as non-disposable tampons. Thus, all the above factors are anticipated to influence the demand for feminine hygiene products across North America during the forecast period.

North America Feminine Hygiene Products Market Revenue and Forecast to 2030 (US\$ Million)

North America Feminine Hygiene Products Market Segmentation

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

Based on product type, the North America 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 North America feminine hygiene products market share in 2022.

Based on distribution channel, the North America 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 North America feminine hygiene products market has been categorized into the US, Canada, and Mexico. The US dominated North America feminine hygiene products market in 2022.

Edgewell Personal Care Co, Kimberly-Clark Corp, Lune Group Oy Ltd, Mooncup Ltd, Ontex BV, Essity AB, 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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