

South & Central 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 South & Central America feminine hygiene products market is expected to grow from US\$ 1,223.20 million in 2022 to US\$ 1,803.48 million by 2030. It is estimated to grow at a CAGR of 5.0% from 2022 to 2030.

Initiatives by Governments and Organizations Fuels South & Central America Feminine Hygiene Products Market

The increasing prices of feminine hygiene products owing to higher taxes prevent consumers from buying them. Thus, they search for alternatives, which can hamper their health. However, with increasing awareness about feminine hygiene, governments globally are taking various initiatives, such as reducing taxes on feminine hygiene products and distributing them free of cost. Brazil passed a bill in 2022 granting access to sanitary pads and other menstrual products to low-income students, homeless women, and prisoners. This was necessary because 25% of schoolgirls miss school during their periods and 6 million Brazilians do not have easy access to sanitary

products.

Thus, initiatives taken by government bodies and organizations further create lucrative growth opportunities for the market.

South & Central America Feminine Hygiene Products Market Overview

The South & Central America feminine hygiene products market is segmented into Brazil, Argentina, and the Rest of South & Central America. Increasing awareness regarding feminine hygiene and menstrual health, changing cultural norms associated with menstruation and feminine hygiene, rising disposable income, and increasing working women population are a few factors driving the growth of the feminine hygiene products market in the region. Governments of various countries in the region, as well as several organizations, are taking steps to promote menstrual health and hygiene. They are implementing policies to improve access to affordable and quality feminine hygiene products, especially in schools and public places, which has propelled the growth of the feminine hygiene products market in the region. In October 2021, the President of Brazil announced the distribution of free sanitary pads to women in economically vulnerable situations, teenagers in school, and prison inmates. In addition, manufacturers are continuously introducing innovative feminine hygiene products tailored to customer's needs in South & Central America. These innovations include improved absorbency, better comfort, use of eco-friendly materials, and discreet packaging, which attracts more consumers. All these features are influencing the demand for feminine hygiene products in the region. In October 2022, Essity announced the launch of Issviva, a new menopause e-commerce platform, in the UK and Brazil. The platform will provide knowledge, solutions, and products to women during menopause.

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

South & Central America Feminine Hygiene Products Market Segmentation

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

Based on product type, the South & Central 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 South & Central America feminine hygiene products market share in 2022.

Based on distribution channel, the South & Central America feminine hygiene products market is segmented into supermarkets and hypermarkets, drug stores and pharmacies, health and beauty stores, online retail, and others. The others segment held the largest market share in 2022.

Based on country, the South & Central America feminine hygiene products market has been categorized into Brazil, Argentina, and the Rest of South & Central America. Brazil

dominated South & Central 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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