

# Southeast Asia Feminine Hygiene Wash Market: Current Analysis and Forecast (2025-2033)

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## Abstracts

Feminine hygiene wash is an intimate cleansing product that is formulated with non-irritating and mild ingredients to preserve the vaginal microbiome. These are products that are applied to increase comfort, hygiene, and daily feminine care habits.

The Southeast Asian Feminine Hygiene Wash market is expected to exhibit a growth rate of 6.50% during the forecast period (2025-2033F). The market's growth is driven by increased awareness of intimate wellness, rising willingness to spend on preventive care, and the growing availability of feminine hygiene products through online shopping and modern trade. Breaking taboos due to cultural shifts, improved education on women's health, and better marketing stories are contributing to greater adoption among a wider age range of females. Moreover, the rising penetration of the market is driven by the availability of Halal-certified products, increased urbanization, and increased disposable income. Thus, these factors lead to long-term market growth throughout Southeast Asia. On October 24, 2025, Da Huong launched the NEW GENERATION feminine hygiene product line Da Huong Daily Fresh with ingredients containing beneficial bacteria Prebiotic (Bioecolia) combined with natural herbs to bring a balanced effect to help prevent inflammation and itching, while enhancing the moisturizing effect for sensitive areas.

Based on product type, the market is segmented into liquid wash, foam wash, wipes, and others. Among these, the liquid wash market held the dominant share of the Feminine Hygiene Wash market in 2024. The market is being propelled by liquid wash products, which are considered safer and more efficient and can be incorporated into daily hygiene practices. The benefits of positioning liquid wash as a dermatologist-tested, pH-balanced product for intimate health help the brand be adopted more quickly. Such high penetration of this segment

among both urban and semi-urban women will generate consistent, repeatable demand among companies in the region.

Based on demographic, the Southeast Asian Feminine Hygiene Wash market is segmented into teenagers, adults, pregnant women, and elderly women. Among these, the pregnant women segment held a significant share of the Feminine Hygiene Wash market in 2024. This is mainly due to rising demand for pH-balanced, gentle products that help reduce the risk of infection during pregnancy. With the rising number of females, specialized intimate washes are gaining popularity, are increasingly prescribed by healthcare professionals and doctors. Moreover, the increasing digital awareness, maternity forums, and education with influencers are also making intimate hygiene a regular part of prenatal care. For example, on June 26, 2025, Hoa Linh Pharmaceutical signed a cooperation agreement with Bao Son General Hospital, marking an important step forward in efforts to improve the quality of healthcare for pregnant women and mothers in Vietnam. From 2024 to present, Hoa Linh Pharmaceutical accompanied Bao Son General Hospital in prenatal class activities, with prestigious products that have been affirmed in the market, such as: Da Huong Daily Fresh Gentle Feminine Hygiene Solution - Safe care and protection of intimate areas throughout pregnancy; and Ong Bi Herbal Shampoo - suitable for the sensitive skin of mothers and babies.

Based on distribution channel, the market is segmented into supermarkets/hypermarkets, pharmacies/drug stores, convenience stores, online retail, and others. Among these, the online retail segment is expected to grow at a significant CAGR during the forecast period (2025-2033). The increasing product visibility enables easy comparison and private purchasing, driving online retailing. Through e-commerce platforms and digital campaigns, the companies have significant access to secondary and rural markets. Moreover, recurring sales and brand preference are supported by subscription models and online-exclusive packages. However, increasing cloud modernization enhances the velocity of e-commerce, which allows more effective tracking of inventory, quicker processing of orders, and more effortless collaboration with online retailers. For example, on August 28, 2025, Tata Consultancy Services (TCS) announced a partnership with Unilab, Inc., a leading pharmaceutical and healthcare company in the Philippines, to modernize its core business systems through a strategic cloud migration. This transformation will strengthen Unilab's digital infrastructure, enhance operational agility, and drive long-term business growth.

For a better understanding of the market adoption of the Southeast Asian Feminine Hygiene Wash market, it is analyzed based on its regional presence in Southeast Asia, including Indonesia, Thailand, the Philippines, Vietnam, Malaysia, Singapore, and the Rest of Southeast Asia. Vietnam is expected to grow at a significant CAGR during the forecast period (2025-2033). The rising disposable income and shifting focus from feminine hygiene to higher personal care in Vietnam are driving a stronger interest in feminine hygiene wash solutions. Additionally, growing health awareness and the influence of Korean and Japanese beauty ideals are shaping consumer demand toward mild, pH-neutralized, and natural ingredients. In the market, feminine wash is also becoming a daily hygiene practice among urban women, especially, which has driven market growth. Moreover, the growing number of pharmacies and online stores increases accessibility in large cities. The government's interest in women's health and private-sector awareness campaigns also contribute to long-term development.

Some major players running in the market include Neo Corporate Public Company Limited (BeNice), UL Skin Sciences, Inc. (UL Health Group), Mama's Choice (The Parentinc), Betadine (iNova Pharmaceuticals), Sumber Ayu (WIPRO Consumer Care Holdings Ltd.), PT Kino Indonesia Tbk., Human Nature (Gandang Kalikasan Inc.), Hoa Linh Pharmaceutical Joint Stock Company, ORIENTAL PRINCESS, Vanity Cosmeceutical Sdn Bhd.

## Contents

### **1 MARKET INTRODUCTION**

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

### **2 RESEARCH METHODOLOGY OR ASSUMPTIONS**

- 2.1. Research Process of the Southeast Asia Feminine Hygiene Wash Market
- 2.2. Research Methodology of the Southeast Asia Feminine Hygiene Wash Market
- 2.3. Respondent Profile

### **3 EXECUTIVE SUMMARY**

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
  - 3.2.1. Market Growth Intensity
- 3.3. Country Outlook

### **4 MARKET DYNAMICS**

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
  - 4.7.1. Merger & Acquisition
  - 4.7.2. Investment Scenario
  - 4.7.3. Industry Insights: Leading Startups and Their Unique Strategies

### **5 PRICING ANALYSIS**

- 5.1. Price Influencing Factors

## **6 SOUTHEAST ASIA FEMININE HYGIENE WASH MARKET REVENUE (USD MN), 2023-2033F**

### **7 MARKET INSIGHTS BY PRODUCT TYPE**

7.1. Liquid Wash

7.2. Foam Wash

7.3. Wipes

7.4. Others

### **8 MARKET INSIGHTS BY DEMOGRAPHIC**

8.1. Teenagers

8.2. Adults

8.3. Pregnant Women

8.4. Elderly Women

### **9 MARKET INSIGHTS BY DISTRIBUTION CHANNEL**

9.1. Supermarkets/Hypermarkets

9.2. Pharmacies/Drug Stores

9.3. Convenience Stores

9.4. Online Retail

9.5. Others

### **10 MARKET INSIGHTS BY COUNTRY**

10.1. Indonesia

10.2. Thailand

10.3. Philippines

10.4. Vietnam

10.5. Malaysia

10.6. Singapore

10.7. Rest of Southeast Asia

### **11 VALUE CHAIN ANALYSIS**

11.1. Marginal Analysis

11.2. List of Market Participants

## **12 COMPETITIVE LANDSCAPE**

- 12.1. Competition Dashboard
- 12.2. Competitor Market Positioning Analysis
- 12.3. Porter Five Forces Analysis

## **13 COMPANY PROFILES**

- 13.1. Neo Corporate Public Company Limited (BeNice)
  - 13.1.1. Company Overview
  - 13.1.2. Key Financials
  - 13.1.3. SWOT Analysis
  - 13.1.4. Product Portfolio
  - 13.1.5. Recent Developments
- 13.2. UL Skin Sciences, Inc. (UL Health Group)
- 13.3. Mama's Choice (The Parentinc)
- 13.4. Betadine (iNova Pharmaceuticals)
- 13.5. Sumber Ayu (WIPRO Consumer Care Holdings Ltd.)
- 13.6. PT Kino Indonesia, Tbk.
- 13.7. Human Nature (Gandang Kalikasan, Inc.)
- 13.8. Hoa Linh Pharmaceutical Joint Stock Company
- 13.9. ORIENTAL PRINCESS
- 13.10. Vanity Cosmeceutical Sdn Bhd.

## **14 ACRONYMS & ASSUMPTIONS**

## **15 ANNEXURE**

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