

Germany Sanitary Protection Market Forecast 2022-2028

Market Report | 2022-10-18 | 137 pages | Inkwood Research

AVAILABLE LICENSES:

- Single User Price \$900.00
- Global Site License \$1000.00
- \$1200.00

Report description:

KEY FINDINGS

The Germany sanitary protection market is projected to register a CAGR of 0.12% during the forecast period, 2022-2028. The key growth drivers include favorable government initiatives and the free-of-cost distribution of female sanitary products in educational institutes.

MARKET INSIGHTS

In Germany, educational institutes and universities provide and distribute female sanitary products like sanitary pads and tampons free of cost to the students. For instance, the University of Bonn is among the pioneers in North Rhine-Westphalia to provide free period products to its students. In addition, at the University of Stuttgart, sanitary pads and tampons are offered in suitable containers in all toilets.

Further, manufacturers are focusing on new product developments to re-capture consumer inclination drifting toward other options. Also, product innovations enable manufacturers to acquire value share and expand their existing consumer base alongside propelling retail value sales growth by high margins. Besides, product innovations can include organic cotton tampons free of artificial absorbency materials to address the rising sustainability concerns.

Moreover, manufacturers are considering plastic-free towels and tampons. For instance, The Female Company offers bio-towels, tampons, and pantyliners made of certified organic cotton, and the packaging is free of plastic. Such factors are set to influence the Germany sanitary protection market growth.

COMPETITIVE INSIGHTS

Some of the prominent companies in the market include Procter & Gamble Germany GmbH & Co Operations oHG, Johnson & Johnson GmbH, Lidl & Schwarz Stiftung & Co KG, Kimberly-Clark GmbH, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- The competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.
- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

Table of Contents:

TABLE OF CONTENTS

1. RESEARCH SCOPE & METHODOLOGY

1.1. STUDY OBJECTIVES

1.2. SCOPE OF STUDY

1.3. METHODOLOGY

1.4. ASSUMPTIONS & LIMITATIONS

2. EXECUTIVE SUMMARY

2.1. MARKET SIZE & ESTIMATES

2.2. COUNTRY SNAPSHOT

2.3. COUNTRY ANALYSIS

2.4. KEY GROWTH ENABLERS

2.5. KEY CHALLENGES

3. KEY ANALYTICS

3.1. IMPACT OF COVID-19 ON GERMANY SANITARY PROTECTION MARKET

3.2. KEY MARKET TRENDS

3.2.1. INCREASING DEMAND FOR NATURAL AND SUSTAINABLE PRODUCTS

3.2.2. INNOVATIONS IN SANITARY PROTECTION PRODUCTS

3.3. PORTER'S FIVE FORCES ANALYSIS

3.3.1. BUYERS POWER

3.3.2. SUPPLIERS POWER

3.3.3. SUBSTITUTION

3.3.4. NEW ENTRANTS

3.3.5. INDUSTRY RIVALRY

3.4. OPPORTUNITY MATRIX

3.5. PESTLE ANALYSIS

3.6. VALUE CHAIN ANALYSIS

3.7. KEY BUYING CRITERIA

3.7.1. MATERIAL AND COMPOSITION

3.7.2. DISPOSAL

3.7.3. COST

3.7.4. ABSORBENCY

4. MARKET BY TYPE

4.1. PANTYLINERS

4.2. TAMPONS

4.2.1. APPLICATOR TAMPONS

4.2.2. DIGITAL TAMPONS

4.3. TOWELS

5. MARKET BY DISTRIBUTION CHANNEL

5.1. DISCOUNTERS

5.2. SUPERMARKETS

5.3. HEALTH AND BEAUTY SPECIALIST RETAILERS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.4. E-COMMERCE
- 5.5. OTHER DISTRIBUTION CHANNELS
- 6. COMPETITIVE LANDSCAPE
 - 6.1. MARKET SHARE ANALYSIS
 - 6.1.1. SANITARY PROTECTION
 - 6.2. BRAND SHARE ANALYSIS
 - 6.2.1. SANITARY PROTECTION
 - 6.3. COMPANY PROFILES
 - 6.3.1. ALDI GROUP
 - 6.3.2. DIRK ROSSMANN GMBH
 - 6.3.3. DM-DROGERIE MARKT GMBH & CO KG
 - 6.3.4. JOHNSON & JOHNSON GMBH
 - 6.3.5. PROCTER & GAMBLE GERMANY GMBH & CO OPERATIONS OHG
 - 6.3.6. KIMBERLY-CLARK GMBH
 - 6.3.7. LIDL & SCHWARZ STIFTUNG & CO KG

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Germany Sanitary Protection Market Forecast 2022-2028

Market Report | 2022-10-18 | 137 pages | Inkwood Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Price	\$900.00
	Global Site License	\$1000.00
		\$1200.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com