

South Africa Sanitary Protection Market Forecast 2022-2028

Market Report | 2022-10-18 | 136 pages | Inkwood Research

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Report description:

KEY FINDINGS

The South Africa sanitary protection market is evaluated to grow with a CAGR of 3.98% during the forecast years, 2022 to 2028. The country's market growth is propelled by key factors, such as economic recovery, the adoption of pantyliners and standard towels with wings, and increasing product penetration in the country.

MARKET INSIGHTS

Feminine hygiene product manufacturers aim to fulfill the dual objective of raising consumer awareness as well as meeting sales targets. However, in South Africa, some of the leading challenges include women's limited access to sanitary goods and the stigma associated with menstruation in society. In this regard, access to women's intimate products has been more equitable following the development of e-commerce.

In addition, online marketplaces provide various goods, discretion in delivery, and deals, thus encouraging customers to make purchases via digital channels. In addition, more women are also experimenting with non-traditional products such as menstrual cups and tampons, thus moving beyond sanitary napkins due to the anonymity of online shopping. As a result, these factors are anticipated to play an essential role in fueling the South Africa sanitary protection market growth over the forecasted years.

COMPETITIVE INSIGHTS

Key players in the market are Kimberly-Clark Southern Africa (Holdings) Pty Ltd, Procter & Gamble (Pty) Ltd, Premier Foods (Pty) Ltd, Johnson & Johnson (Pty) Ltd, NSP Unsgaard (Pty) Ltd, Essity South Africa Pty Ltd, 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
- 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

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