

## **United States Sanitary Protection Market Forecast 2022-2028**

Market Report | 2022-10-18 | 142 pages | Inkwood Research

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### **Report description:**

#### **KEY FINDINGS**

The United States sanitary protection market is estimated to accelerate with a 0.97% CAGR during the assessment period 2022-2028. De-stigmatizing efforts, promoting sustainability, holistic wellness aspirations, and expanding omnichannel for brand success drive market growth.

#### **MARKET INSIGHTS**

In the United States, there has been a shift of consumers towards holistic care, which in turn results in lifestyle branding as well as adjacency expansion. This is one of the major factors expected to contribute to the growth of the sanitary protection market in the United States during the forecast period. Further, thinner formats have become increasingly popular due to the use of contraceptives, decreased menstrual flow, and consumers' desire for products that provide zero-feel protection and excellent comfort, mobility, and discretion.

Moreover, there have been significant technological developments and advancements by the market players operating in the United States sanitary protection market. Thinner formats gained momentum across the United States over the more intrusive and thicker standard format, which led to product developments and launches by the market players. This is expected to contribute to the growth of the sanitary protection market in the United States during the forecast period.

#### **COMPETITIVE ANALYSIS**

Leading players operating in the market include Edgewell Personal Care Brands LLC, Kimberly-Clark Corp, Procter & Gamble Co, 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.
- Competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.

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- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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