

Feminine Hygiene Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The feminine hygiene market was valued at USD 34,535.63 million in the current year, and it is projected to register a CAGR of 4.81% over the next five years.

Over the medium term, increasing awareness about female health and hygiene and the emergence of low-cost feminine hygiene products are expected to boost demand for the feminine hygiene products market. As a result, the demand for products such as tampons, menstrual cups, and internal cleansers and sprays is expected to grow rapidly in more developed regions, such as North America and Western Europe. The demand for biodegradable and organic raw materials-based female hygiene products is expected to generate opportunities in the market over the long term. Products like sanitary pads contain synthetic and carcinogenic materials like rayon, dioxin, metal dyes, and highly processed wood pulp which often cause irritation and allergy in the genital organs of women. Owing to this, the demand for organic raw material-based sanitary napkins products is increasing.

The non-biodegradability of feminine hygiene products is currently a major environmental problem. However, to cater to the concern, reusable and alternative green products are being promoted to reduce the burden of waste generation due to single-time use pads & tampons and disposable deodorizing wipes. According to the article 'Making Menstrual Products Eco-friendly,' published by Plastic Oceans International in February 2021, worldwide, nearly 45 billion menstrual products are used every year, and on average, 4,125 plastic bags are used by a pad user over a lifetime. Therefore, reusable menstrual cups and reusable period underwear and pads are a few solutions that are gaining traction in the feminine hygiene products segment for minimizing waste generation.

Feminine Hygiene Market Trends

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Increasing Government Initiatives for Menstrual Hygiene

The increasing awareness among consumers regarding menstrual hygiene, the growing number of working women, and rising income levels are some of the major factors stimulating the growth of feminine hygiene products, such as tampons, sanitary pads, and menstrual cups, globally. Moreover, with government initiatives to distribute free sanitary pads primarily in developing countries, the feminine hygiene sector has begun to expand faster globally. For instance, in March 2021, the Japanese government budgeted JPY 1.3 billion to help women in need of menstrual products. The government also helped local municipalities by distributing sanitary pads and tampons to the public free of charge. The government is also taking initiatives to increase awareness of menopausal health and symptoms among women.

Similarly, the Government of India started partnering with several private entities and non-governmental organizations to take initiatives to popularize the use of sanitary napkins, particularly among underprivileged and rural women. These initiatives include the Reproductive and Child Health Program, Eco Femme, and My Pad. This generated awareness among women and increased the demand for budget-friendly sanitary pads, making them an essential commodity.

Increasing Measures for Feminine Hygiene in Asia-Pacific Driving the Market

Various companies have introduced different brands of feminine hygiene products for various economic sections of society. China's local sanitary pads market has emerged as the largest market in the Asia-Pacific region. Though the awareness about hygiene products is less in the Asian markets, there is potential to be tapped into or explored by various companies. Owing to the increased demand for feminine hygiene products, manufacturers in Asia-Pacific are launching various products. Owing to several governments and NGO-led awareness programs across the region about women's menstrual hygiene, the demand for these products is growing in the Asia-Pacific region. For instance, in May 2021, UNICEF India launched a campaign called Red Dot Challenge. Through this campaign, UNICEF joined with adolescent girls, women, influencers, and celebrities and promoted safety and hygiene in all aspects of life including menstrual hygiene and sanitation practices.

Feminine Hygiene Market Competitor Analysis

The feminine hygiene market is highly competitive, with the presence of various global and regional companies. Some major companies in the market include Procter and Gamble, Unicharm Corporation, Kimberly-Clark Corporation, Johnson & Johnson, and The Edgewell Personal Care Company. Studies indicate that feminine hygiene products have some of the lowest penetration rates, with their affordability being a major barrier. Considering these factors, various local players are providing low-cost sanitary napkins to promote feminine hygiene. Companies are engaging in frequent launches of newly developed products in developing and potential markets to improve their market position and revenue. Additionally, the key players operating in the market are considering various factors to make their products more appealing to customers. For instance, the key players are offering products with better absorbency and odor control. Johnson & Johnson offers its Stayfree Dry Max Cover with Odor Control Technology, which incorporates natural plant extracts to ensure a prolonged fresh feel.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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