

## **Indian Sanitary Napkin Market Report and Forecast 2023-2028**

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### **Report description:**

Indian Sanitary Napkin Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Indian sanitary napkin market reached a value of approximately INR 8,704.9 crore in 2022. Aided by the increasing awareness about menstrual hygiene and the growing availability of affordable sanitary napkins, the market is projected to further grow at a CAGR of 16.9% between 2023 and 2028 to reach a value of around INR 22,481.2 crore by 2028.

Sanitary napkins, also known as pads or menstrual pads, are absorbent items worn by women while menstruating, recovering from vaginal surgery, post-birth bleeding, or any other situation where it is necessary to absorb a flow of blood from the vagina. They play a crucial role in promoting menstrual hygiene, preventing infection, and reducing the social stigma associated with menstruation.

The increasing awareness about menstrual hygiene is a significant factor propelling the Indian sanitary napkin market growth. As more women and girls become informed about the importance of menstrual hygiene and the health risks associated with poor menstrual hygiene practices, the demand for sanitary napkins is increasing. This awareness is largely the result of numerous government initiatives, non-governmental organisations (NGOs) campaigns, and the efforts of several sanitary napkin companies to promote menstrual hygiene.

Furthermore, the availability of affordable sanitary napkins in the Indian market, driven by governmental initiatives and the entry of several new market players, has made these products more accessible to a wider consumer base. The Indian sanitary napkin market expansion is also facilitated by the innovative product offerings by manufacturers. Many companies are launching new products with added benefits such as wings for better fitting, extra absorbent cores, and herbal or organic napkins to cater to the evolving consumer preferences.

Moreover, the advent of biodegradable and organic sanitary napkins is expected to contribute significantly to the future growth of the Indian sanitary napkin market. Consumers are increasingly looking for eco-friendly substitutes due to the rising awareness about the negative effects of disposable sanitary napkins on the environment. Thus, a number of are creating and producing environmentally friendly and sustainably produced sanitary napkins as a result of this change in consumer choice.

In addition, the implementation of menstruation-related education in schools also contributes to encouraging the usage of sanitary

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napkins. Educating young girls about menstruation and menstrual hygiene has led to early adoption and normalised the conversation around menstruation, further propelling the Indian sanitary napkin market growth.

#### Market Segmentation □

The market can be divided based on product, distribution channel, and region.

#### Market Breakup by Product

- Disposable Menstrual Pads
- Biodegradable Menstrual Pads

#### Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Pharmacies
- Convenience Stores
- Online
- Others

#### Market Breakup by Region

- North India
- East and Central India
- West India
- South India

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Indian sanitary napkin companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- The Procter & Gamble Company
- Johnson and Johnson
- Lagom Labs Private Limited
- Soothe Healthcare Private Limited
- Redcliffe Hygiene Private Limited
- BellaPremier Happy HygieneCare Pvt. Ltd.
- Saathi Eco Innovations India Private Limited
- Unicharm Corporation
- Urban Essentials India Pvt Ltd
- Others

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