

Organic feminine care Market By Product Type (Sanitary Pads, Tampons, Menstrual Cups, Panty Liners and Shields, Others), By Nature (Disposable, Reusable), By Age Group (Upto 18 Years, 19-30 Years, 31-40 Years, 41 Years and Above), By Distribution Channel (Supermarkets and hypermarkets, Pharmacy, Online Stores, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The global organic feminine care market size was valued at \$2,182.2 million in 2021 and is estimated to reach \$3,921.9 million by 2031, growing at a CAGR of 6.2% from 2022 to 2031.

Feminine care products that are made from organically grown raw materials, such as organic cotton and organic rubber, are referred to as organic feminine care products. Organic feminine care product disposal has very little of an environmental impact. Sanitary pads and tampons have a substantial impact on the development of large amounts of plastic trash, which poses a serious threat to marine and terrestrial environments.

There is a rise in the global demand for organic feminine care products due to the growth in awareness of the dangerous chemicals utilized in the production of conventional feminine hygiene products. Traditional, commercially available sanitary pads contain risky chemicals like rayon, metal dyes that induce allergies, and highly processed wood pulp. Dioxin is generated when chlorine is used to bleach tampons and pads. When these chemicals are disposed of, they damage the environment and may also cause cancer in humans. The factors such as the increase in government measures to reduce the use of plastic in both developed and developing nations, as well as the growth in consumer awareness of the environment and eco-friendly goods.

Global demand for organic sanitary products is significantly influenced by rise in awareness of personal hygiene. Various marketing activities, government initiatives, and educational campaigns, the demand for organic sanitary pads has grown along with rise in disposable income. Companies in developed countries may launch new products to stay competitive. Manufacturers must produce organic sanitary pads at competitive prices to increase their adoption in new areas.

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The market is expanding in terms of value sales as a result of increased consumer awareness of the uses and benefits of disposable feminine care products such as sanitary pads, tampons, and other disposable feminine care products. In addition, these disposable feminine care items are readily accessible in the market through a variety of retail establishments, including internet shops, supermarkets, hypermarkets, discount shops, and others. In turn, this has fueled the market for organic feminine care.

The rapid growth in the number of internet users across the globe presents a lucrative growth opportunity for organic feminine hygiene product vendors. According to the International Telecommunication Union (ITU), in 2022, about 66% of the global population had access to the internet, which was only 29% in 2010. Therefore, a rapid shift of the population to digital platforms has significantly fostered the growth of the online retail platform, which is expected to positively impact the growth of the organic feminine care market during the forecast period.

The organic feminine care market analysis, the market is segmented based on product type, nature, age group, distribution channel, and region. On the basis of product type, the market is classified into sanitary pads, tampons, menstrual cups, panty liners & shields, and others. Sanitary pads segment is further categorized based on size into regular, large, and extra-large. Tampons segment is categorized into light (3 mL), regular (5 mL), and super (12 mL). The menstrual cup is bifurcated into small and large.

On the basis of nature, the market is bifurcated into disposable and reusable. On the basis of age group, it is segmented into up to 18 years, 19-30 years, 31-40 years, and 41 years & above. On the basis of distribution channel, the market is segregated into supermarkets and hypermarkets, pharmacies, online stores, and others. On the basis of region, the organic feminine care market is analyzed across North America, Europe, Asia-Pacific, and LAMEA (Latin America, Middle East, and Africa).

Unilever PLC, Kao Corporation, Procter & Gamble Co., Eco Femme, Ontex BV, Bodywise (UK) Limited, Corman S.p.A., Unicharm Corporation, Women's India Personal Care Pvt. Ltd., TOP Organic Project, The Honey Pot Company, LLC., Apropos, The Honest Company, Inc., GladRags, and Organic Initiative Limited are the major companies profiled in the organic feminine care market report. These manufacturers are constantly engaged in various developmental strategies such as partnerships, mergers, acquisitions, and new product launches to gain a competitive edge and exploit the prevailing organic feminine care market opportunities.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the organic feminine care market analysis from 2021 to 2031 to identify the prevailing organic feminine care market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the organic feminine care market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global organic feminine care market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Age Group

- Upto 18 Years
- 19-30 Years
- 31-40 Years
- 41 Years and Above

By Product Type

- Sanitary Pads
- Size
- Regular

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- Large
- Extra Large
- Tampons
- Size
- Light
- Regular
- Super
- Menstrual Cups
- Size
- Small
- Large
- Panty Liners and Shields
- Others

By Nature

- Disposable
- Reusable

By Distribution Channel

- Supermarkets and hypermarkets
- Pharmacy
- Online Stores
- Others

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- Argentina
- Saudi Arabia
- South Africa
- Rest of LAMEA
- Key Market Players

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- TOP Organic Project
- The Honey Pot Company, LLC
- The Honest Company, Inc.
- GladRags
- Organic Initiative Limited
- Women's India Personal Care Pvt. Ltd.
- Unilever PLC
- Kao Corporation
- Ontex BV
- Unicharm Corporation
- Apropos
- Procter & Gamble Co.
- Eco Femme

Table of Contents:

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research Methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
 - 3.3.1. Bargaining power of suppliers
 - 3.3.2. Bargaining power of buyers
 - 3.3.3. Threat of substitutes
 - 3.3.4. Threat of new entrants
 - 3.3.5. Intensity of rivalry
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. A rise in the number of working women population
 - 3.4.1.2. Rise in concerns over the accumulation of plastics wastes
 - 3.4.1.3. Rise in awareness towards personal hygiene
 - 3.4.1.4. Health concerns due to ingredients used in conventional sanitary napkins
 - 3.4.2. Restraints
 - 3.4.2.1. Lower penetration in developing economies

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3.4.2.2. The high price of organic menstruation products

3.4.3. Opportunities

3.4.3.1. The rapid growth of the online retail platform

3.4.3.2. Certifications and labels boost consumer confidence in products

3.5. COVID-19 Impact Analysis on the market

3.6. Key Regulation Analysis

3.7. Pricing Analysis

3.8. Value Chain Analysis

CHAPTER 4: ORGANIC FEMININE CARE MARKET, BY PRODUCT TYPE

4.1. Overview

4.1.1. Market size and forecast

4.2. Sanitary Pads

4.2.1. Key market trends, growth factors and opportunities

4.2.2. Market size and forecast, by region

4.2.3. Market share analysis by country

4.2.4. Sanitary Pads Organic feminine care Market by Size

4.2.4.1. Regular Market size and forecast, by region

4.2.4.2. Regular Market size and forecast, by country

4.2.4.3. Large Market size and forecast, by region

4.2.4.4. Large Market size and forecast, by country

4.2.4.5. Extra Large Market size and forecast, by region

4.2.4.6. Extra Large Market size and forecast, by country

4.3. Tampons

4.3.1. Key market trends, growth factors and opportunities

4.3.2. Market size and forecast, by region

4.3.3. Market share analysis by country

4.3.4. Tampons Organic feminine care Market by Size

4.3.4.1. Light Market size and forecast, by region

4.3.4.2. Light Market size and forecast, by country

4.3.4.3. Regular Market size and forecast, by region

4.3.4.4. Regular Market size and forecast, by country

4.3.4.5. Super Market size and forecast, by region

4.3.4.6. Super Market size and forecast, by country

4.4. Menstrual Cups

4.4.1. Key market trends, growth factors and opportunities

4.4.2. Market size and forecast, by region

4.4.3. Market share analysis by country

4.4.4. Menstrual Cups Organic feminine care Market by Size

4.4.4.1. Small Market size and forecast, by region

4.4.4.2. Small Market size and forecast, by country

4.4.4.3. Large Market size and forecast, by region

4.4.4.4. Large Market size and forecast, by country

4.5. Panty Liners and Shields

4.5.1. Key market trends, growth factors and opportunities

4.5.2. Market size and forecast, by region

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4.5.3. Market share analysis by country

4.6. Others

4.6.1. Key market trends, growth factors and opportunities

4.6.2. Market size and forecast, by region

4.6.3. Market share analysis by country

CHAPTER 5: ORGANIC FEMININE CARE MARKET, BY NATURE

5.1. Overview

5.1.1. Market size and forecast

5.2. Disposable

5.2.1. Key market trends, growth factors and opportunities

5.2.2. Market size and forecast, by region

5.2.3. Market share analysis by country

5.3. Reusable

5.3.1. Key market trends, growth factors and opportunities

5.3.2. Market size and forecast, by region

5.3.3. Market share analysis by country

CHAPTER 6: ORGANIC FEMININE CARE MARKET, BY AGE GROUP

6.1. Overview

6.1.1. Market size and forecast

6.2. Upto 18 Years

6.2.1. Key market trends, growth factors and opportunities

6.2.2. Market size and forecast, by region

6.2.3. Market share analysis by country

6.3. 19-30 Years

6.3.1. Key market trends, growth factors and opportunities

6.3.2. Market size and forecast, by region

6.3.3. Market share analysis by country

6.4. 31-40 Years

6.4.1. Key market trends, growth factors and opportunities

6.4.2. Market size and forecast, by region

6.4.3. Market share analysis by country

6.5. 41 Years and Above

6.5.1. Key market trends, growth factors and opportunities

6.5.2. Market size and forecast, by region

6.5.3. Market share analysis by country

CHAPTER 7: ORGANIC FEMININE CARE MARKET, BY DISTRIBUTION CHANNEL

7.1. Overview

7.1.1. Market size and forecast

7.2. Supermarkets and hypermarkets

7.2.1. Key market trends, growth factors and opportunities

7.2.2. Market size and forecast, by region

7.2.3. Market share analysis by country

7.3. Pharmacy

7.3.1. Key market trends, growth factors and opportunities

7.3.2. Market size and forecast, by region

7.3.3. Market share analysis by country

7.4. Online Stores

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- 7.4.1. Key market trends, growth factors and opportunities
- 7.4.2. Market size and forecast, by region
- 7.4.3. Market share analysis by country
- 7.5. Others
- 7.5.1. Key market trends, growth factors and opportunities
- 7.5.2. Market size and forecast, by region
- 7.5.3. Market share analysis by country
- CHAPTER 8: ORGANIC FEMININE CARE MARKET, BY REGION
- 8.1. Overview
- 8.1.1. Market size and forecast By Region
- 8.2. North America
- 8.2.1. Key trends and opportunities
- 8.2.2. Market size and forecast, by Product Type
- 8.2.2.1. North America Sanitary Pads Organic feminine care Market by Size
- 8.2.2.2. North America Tampons Organic feminine care Market by Size
- 8.2.2.3. North America Menstrual Cups Organic feminine care Market by Size
- 8.2.3. Market size and forecast, by Nature
- 8.2.4. Market size and forecast, by Age Group
- 8.2.5. Market size and forecast, by Distribution Channel
- 8.2.6. Market size and forecast, by country
- 8.2.6.1. U.S.
- 8.2.6.1.1. Key market trends, growth factors and opportunities
- 8.2.6.1.2. Market size and forecast, by Product Type
- 8.2.6.1.2.1. U.S. Sanitary Pads Organic feminine care Market by Size
- 8.2.6.1.2.2. U.S. Tampons Organic feminine care Market by Size
- 8.2.6.1.2.3. U.S. Menstrual Cups Organic feminine care Market by Size
- 8.2.6.1.3. Market size and forecast, by Nature
- 8.2.6.1.4. Market size and forecast, by Age Group
- 8.2.6.1.5. Market size and forecast, by Distribution Channel
- 8.2.6.2. Canada
- 8.2.6.2.1. Key market trends, growth factors and opportunities
- 8.2.6.2.2. Market size and forecast, by Product Type
- 8.2.6.2.2.1. Canada Sanitary Pads Organic feminine care Market by Size
- 8.2.6.2.2.2. Canada Tampons Organic feminine care Market by Size
- 8.2.6.2.2.3. Canada Menstrual Cups Organic feminine care Market by Size
- 8.2.6.2.3. Market size and forecast, by Nature
- 8.2.6.2.4. Market size and forecast, by Age Group
- 8.2.6.2.5. Market size and forecast, by Distribution Channel
- 8.2.6.3. Mexico
- 8.2.6.3.1. Key market trends, growth factors and opportunities
- 8.2.6.3.2. Market size and forecast, by Product Type
- 8.2.6.3.2.1. Mexico Sanitary Pads Organic feminine care Market by Size
- 8.2.6.3.2.2. Mexico Tampons Organic feminine care Market by Size
- 8.2.6.3.2.3. Mexico Menstrual Cups Organic feminine care Market by Size
- 8.2.6.3.3. Market size and forecast, by Nature
- 8.2.6.3.4. Market size and forecast, by Age Group
- 8.2.6.3.5. Market size and forecast, by Distribution Channel

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- 8.3. Europe
 - 8.3.1. Key trends and opportunities
 - 8.3.2. Market size and forecast, by Product Type
 - 8.3.2.1. Europe Sanitary Pads Organic feminine care Market by Size
 - 8.3.2.2. Europe Tampons Organic feminine care Market by Size
 - 8.3.2.3. Europe Menstrual Cups Organic feminine care Market by Size
 - 8.3.3. Market size and forecast, by Nature
 - 8.3.4. Market size and forecast, by Age Group
 - 8.3.5. Market size and forecast, by Distribution Channel
 - 8.3.6. Market size and forecast, by country
 - 8.3.6.1. UK
 - 8.3.6.1.1. Key market trends, growth factors and opportunities
 - 8.3.6.1.2. Market size and forecast, by Product Type
 - 8.3.6.1.2.1. UK Sanitary Pads Organic feminine care Market by Size
 - 8.3.6.1.2.2. UK Tampons Organic feminine care Market by Size
 - 8.3.6.1.2.3. UK Menstrual Cups Organic feminine care Market by Size
 - 8.3.6.1.3. Market size and forecast, by Nature
 - 8.3.6.1.4. Market size and forecast, by Age Group
 - 8.3.6.1.5. Market size and forecast, by Distribution Channel
 - 8.3.6.2. Germany
 - 8.3.6.2.1. Key market trends, growth factors and opportunities
 - 8.3.6.2.2. Market size and forecast, by Product Type
 - 8.3.6.2.2.1. Germany Sanitary Pads Organic feminine care Market by Size
 - 8.3.6.2.2.2. Germany Tampons Organic feminine care Market by Size
 - 8.3.6.2.2.3. Germany Menstrual Cups Organic feminine care Market by Size
 - 8.3.6.2.3. Market size and forecast, by Nature
 - 8.3.6.2.4. Market size and forecast, by Age Group
 - 8.3.6.2.5. Market size and forecast, by Distribution Channel
 - 8.3.6.3. France
 - 8.3.6.3.1. Key market trends, growth factors and opportunities
 - 8.3.6.3.2. Market size and forecast, by Product Type
 - 8.3.6.3.2.1. France Sanitary Pads Organic feminine care Market by Size
 - 8.3.6.3.2.2. France Tampons Organic feminine care Market by Size
 - 8.3.6.3.2.3. France Menstrual Cups Organic feminine care Market by Size
 - 8.3.6.3.3. Market size and forecast, by Nature
 - 8.3.6.3.4. Market size and forecast, by Age Group
 - 8.3.6.3.5. Market size and forecast, by Distribution Channel
 - 8.3.6.4. Italy
 - 8.3.6.4.1. Key market trends, growth factors and opportunities
 - 8.3.6.4.2. Market size and forecast, by Product Type
 - 8.3.6.4.2.1. Italy Sanitary Pads Organic feminine care Market by Size
 - 8.3.6.4.2.2. Italy Tampons Organic feminine care Market by Size
 - 8.3.6.4.2.3. Italy Menstrual Cups Organic feminine care Market by Size
 - 8.3.6.4.3. Market size and forecast, by Nature
 - 8.3.6.4.4. Market size and forecast, by Age Group
 - 8.3.6.4.5. Market size and forecast, by Distribution Channel
 - 8.3.6.5. Spain

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- 8.3.6.5.1. Key market trends, growth factors and opportunities
- 8.3.6.5.2. Market size and forecast, by Product Type
 - 8.3.6.5.2.1. Spain Sanitary Pads Organic feminine care Market by Size
 - 8.3.6.5.2.2. Spain Tampons Organic feminine care Market by Size
 - 8.3.6.5.2.3. Spain Menstrual Cups Organic feminine care Market by Size
- 8.3.6.5.3. Market size and forecast, by Nature
- 8.3.6.5.4. Market size and forecast, by Age Group
- 8.3.6.5.5. Market size and forecast, by Distribution Channel
- 8.3.6.6. Rest of Europe
 - 8.3.6.6.1. Key market trends, growth factors and opportunities
 - 8.3.6.6.2. Market size and forecast, by Product Type
 - 8.3.6.6.2.1. Rest of Europe Sanitary Pads Organic feminine care Market by Size
 - 8.3.6.6.2.2. Rest of Europe Tampons Organic feminine care Market by Size
 - 8.3.6.6.2.3. Rest of Europe Menstrual Cups Organic feminine care Market by Size
 - 8.3.6.6.3. Market size and forecast, by Nature
 - 8.3.6.6.4. Market size and forecast, by Age Group
 - 8.3.6.6.5. Market size and forecast, by Distribution Channel
- 8.4. Asia-Pacific
 - 8.4.1. Key trends and opportunities
 - 8.4.2. Market size and forecast, by Product Type
 - 8.4.2.1. Asia-Pacific Sanitary Pads Organic feminine care Market by Size
 - 8.4.2.2. Asia-Pacific Tampons Organic feminine care Market by Size
 - 8.4.2.3. Asia-Pacific Menstrual Cups Organic feminine care Market by Size
 - 8.4.3. Market size and forecast, by Nature
 - 8.4.4. Market size and forecast, by Age Group
 - 8.4.5. Market size and forecast, by Distribution Channel
 - 8.4.6. Market size and forecast, by country
 - 8.4.6.1. China
 - 8.4.6.1.1. Key market trends, growth factors and opportunities
 - 8.4.6.1.2. Market size and forecast, by Product Type
 - 8.4.6.1.2.1. China Sanitary Pads Organic feminine care Market by Size
 - 8.4.6.1.2.2. China Tampons Organic feminine care Market by Size
 - 8.4.6.1.2.3. China Menstrual Cups Organic feminine care Market by Size
 - 8.4.6.1.3. Market size and forecast, by Nature
 - 8.4.6.1.4. Market size and forecast, by Age Group
 - 8.4.6.1.5. Market size and forecast, by Distribution Channel
 - 8.4.6.2. Japan
 - 8.4.6.2.1. Key market trends, growth factors and opportunities
 - 8.4.6.2.2. Market size and forecast, by Product Type
 - 8.4.6.2.2.1. Japan Sanitary Pads Organic feminine care Market by Size
 - 8.4.6.2.2.2. Japan Tampons Organic feminine care Market by Size
 - 8.4.6.2.2.3. Japan Menstrual Cups Organic feminine care Market by Size
 - 8.4.6.2.3. Market size and forecast, by Nature
 - 8.4.6.2.4. Market size and forecast, by Age Group
 - 8.4.6.2.5. Market size and forecast, by Distribution Channel
 - 8.4.6.3. India
 - 8.4.6.3.1. Key market trends, growth factors and opportunities

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- 8.4.6.3.2. Market size and forecast, by Product Type
 - 8.4.6.3.2.1. India Sanitary Pads Organic feminine care Market by Size
 - 8.4.6.3.2.2. India Tampons Organic feminine care Market by Size
 - 8.4.6.3.2.3. India Menstrual Cups Organic feminine care Market by Size
- 8.4.6.3.3. Market size and forecast, by Nature
- 8.4.6.3.4. Market size and forecast, by Age Group
- 8.4.6.3.5. Market size and forecast, by Distribution Channel
- 8.4.6.4. South Korea
 - 8.4.6.4.1. Key market trends, growth factors and opportunities
 - 8.4.6.4.2. Market size and forecast, by Product Type
 - 8.4.6.4.2.1. South Korea Sanitary Pads Organic feminine care Market by Size
 - 8.4.6.4.2.2. South Korea Tampons Organic feminine care Market by Size
 - 8.4.6.4.2.3. South Korea Menstrual Cups Organic feminine care Market by Size
 - 8.4.6.4.3. Market size and forecast, by Nature
 - 8.4.6.4.4. Market size and forecast, by Age Group
 - 8.4.6.4.5. Market size and forecast, by Distribution Channel
- 8.4.6.5. Australia
 - 8.4.6.5.1. Key market trends, growth factors and opportunities
 - 8.4.6.5.2. Market size and forecast, by Product Type
 - 8.4.6.5.2.1. Australia Sanitary Pads Organic feminine care Market by Size
 - 8.4.6.5.2.2. Australia Tampons Organic feminine care Market by Size
 - 8.4.6.5.2.3. Australia Menstrual Cups Organic feminine care Market by Size
 - 8.4.6.5.3. Market size and forecast, by Nature
 - 8.4.6.5.4. Market size and forecast, by Age Group
 - 8.4.6.5.5. Market size and forecast, by Distribution Channel
- 8.4.6.6. Rest of Asia-Pacific
 - 8.4.6.6.1. Key market trends, growth factors and opportunities
 - 8.4.6.6.2. Market size and forecast, by Product Type
 - 8.4.6.6.2.1. Rest of Asia-Pacific Sanitary Pads Organic feminine care Market by Size
 - 8.4.6.6.2.2. Rest of Asia-Pacific Tampons Organic feminine care Market by Size
 - 8.4.6.6.2.3. Rest of Asia-Pacific Menstrual Cups Organic feminine care Market by Size
 - 8.4.6.6.3. Market size and forecast, by Nature
 - 8.4.6.6.4. Market size and forecast, by Age Group
 - 8.4.6.6.5. Market size and forecast, by Distribution Channel
- 8.5. LAMEA
 - 8.5.1. Key trends and opportunities
 - 8.5.2. Market size and forecast, by Product Type
 - 8.5.2.1. LAMEA Sanitary Pads Organic feminine care Market by Size
 - 8.5.2.2. LAMEA Tampons Organic feminine care Market by Size
 - 8.5.2.3. LAMEA Menstrual Cups Organic feminine care Market by Size
 - 8.5.3. Market size and forecast, by Nature
 - 8.5.4. Market size and forecast, by Age Group
 - 8.5.5. Market size and forecast, by Distribution Channel
 - 8.5.6. Market size and forecast, by country
 - 8.5.6.1. Brazil
 - 8.5.6.1.1. Key market trends, growth factors and opportunities
 - 8.5.6.1.2. Market size and forecast, by Product Type

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- 8.5.6.1.2.1. Brazil Sanitary Pads Organic feminine care Market by Size
- 8.5.6.1.2.2. Brazil Tampons Organic feminine care Market by Size
- 8.5.6.1.2.3. Brazil Menstrual Cups Organic feminine care Market by Size
- 8.5.6.1.3. Market size and forecast, by Nature
- 8.5.6.1.4. Market size and forecast, by Age Group
- 8.5.6.1.5. Market size and forecast, by Distribution Channel
- 8.5.6.2. Argentina
 - 8.5.6.2.1. Key market trends, growth factors and opportunities
 - 8.5.6.2.2. Market size and forecast, by Product Type
 - 8.5.6.2.2.1. Argentina Sanitary Pads Organic feminine care Market by Size
 - 8.5.6.2.2.2. Argentina Tampons Organic feminine care Market by Size
 - 8.5.6.2.2.3. Argentina Menstrual Cups Organic feminine care Market by Size
 - 8.5.6.2.3. Market size and forecast, by Nature
 - 8.5.6.2.4. Market size and forecast, by Age Group
 - 8.5.6.2.5. Market size and forecast, by Distribution Channel
- 8.5.6.3. Saudi Arabia
 - 8.5.6.3.1. Key market trends, growth factors and opportunities
 - 8.5.6.3.2. Market size and forecast, by Product Type
 - 8.5.6.3.2.1. Saudi Arabia Sanitary Pads Organic feminine care Market by Size
 - 8.5.6.3.2.2. Saudi Arabia Tampons Organic feminine care Market by Size
 - 8.5.6.3.2.3. Saudi Arabia Menstrual Cups Organic feminine care Market by Size
 - 8.5.6.3.3. Market size and forecast, by Nature
 - 8.5.6.3.4. Market size and forecast, by Age Group
 - 8.5.6.3.5. Market size and forecast, by Distribution Channel
- 8.5.6.4. South Africa
 - 8.5.6.4.1. Key market trends, growth factors and opportunities
 - 8.5.6.4.2. Market size and forecast, by Product Type
 - 8.5.6.4.2.1. South Africa Sanitary Pads Organic feminine care Market by Size
 - 8.5.6.4.2.2. South Africa Tampons Organic feminine care Market by Size
 - 8.5.6.4.2.3. South Africa Menstrual Cups Organic feminine care Market by Size
 - 8.5.6.4.3. Market size and forecast, by Nature
 - 8.5.6.4.4. Market size and forecast, by Age Group
 - 8.5.6.4.5. Market size and forecast, by Distribution Channel
- 8.5.6.5. Rest of LAMEA
 - 8.5.6.5.1. Key market trends, growth factors and opportunities
 - 8.5.6.5.2. Market size and forecast, by Product Type
 - 8.5.6.5.2.1. Rest of LAMEA Sanitary Pads Organic feminine care Market by Size
 - 8.5.6.5.2.2. Rest of LAMEA Tampons Organic feminine care Market by Size
 - 8.5.6.5.2.3. Rest of LAMEA Menstrual Cups Organic feminine care Market by Size
 - 8.5.6.5.3. Market size and forecast, by Nature
 - 8.5.6.5.4. Market size and forecast, by Age Group
 - 8.5.6.5.5. Market size and forecast, by Distribution Channel

CHAPTER 9: COMPETITIVE LANDSCAPE

- 9.1. Introduction
- 9.2. Top winning strategies
- 9.3. Product Mapping of Top 10 Player
- 9.4. Competitive Dashboard

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- 9.5. Competitive Heatmap
- 9.6. Top player positioning, 2021
- CHAPTER 10: COMPANY PROFILES
- 10.1. Bodywise (UK) Limited
 - 10.1.1. Company overview
 - 10.1.2. Key Executives
 - 10.1.3. Company snapshot
 - 10.1.4. Operating business segments
 - 10.1.5. Product portfolio
 - 10.1.6. Key strategic moves and developments
- 10.2. Corman S.p.A.
 - 10.2.1. Company overview
 - 10.2.2. Key Executives
 - 10.2.3. Company snapshot
 - 10.2.4. Operating business segments
 - 10.2.5. Product portfolio
- 10.3. Unilever PLC
 - 10.3.1. Company overview
 - 10.3.2. Key Executives
 - 10.3.3. Company snapshot
 - 10.3.4. Operating business segments
 - 10.3.5. Product portfolio
 - 10.3.6. Business performance
- 10.4. The Honest Company, Inc.
 - 10.4.1. Company overview
 - 10.4.2. Key Executives
 - 10.4.3. Company snapshot
 - 10.4.4. Operating business segments
 - 10.4.5. Product portfolio
 - 10.4.6. Business performance
 - 10.4.7. Key strategic moves and developments
- 10.5. Apropos
 - 10.5.1. Company overview
 - 10.5.2. Key Executives
 - 10.5.3. Company snapshot
 - 10.5.4. Operating business segments
 - 10.5.5. Product portfolio
- 10.6. TOP Organic Project
 - 10.6.1. Company overview
 - 10.6.2. Key Executives
 - 10.6.3. Company snapshot
 - 10.6.4. Operating business segments
 - 10.6.5. Product portfolio
- 10.7. Eco Femme
 - 10.7.1. Company overview
 - 10.7.2. Key Executives
 - 10.7.3. Company snapshot

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- 10.7.4. Operating business segments
- 10.7.5. Product portfolio
- 10.8. Women's India Personal Care Pvt. Ltd.
- 10.8.1. Company overview
- 10.8.2. Key Executives
- 10.8.3. Company snapshot
- 10.8.4. Operating business segments
- 10.8.5. Product portfolio
- 10.9. Kao Corporation
- 10.9.1. Company overview
- 10.9.2. Key Executives
- 10.9.3. Company snapshot
- 10.9.4. Operating business segments
- 10.9.5. Product portfolio
- 10.9.6. Business performance
- 10.10. Procter & Gamble Co.
- 10.10.1. Company overview
- 10.10.2. Key Executives
- 10.10.3. Company snapshot
- 10.10.4. Operating business segments
- 10.10.5. Product portfolio
- 10.10.6. Business performance
- 10.11. Unicharm Corporation
- 10.11.1. Company overview
- 10.11.2. Key Executives
- 10.11.3. Company snapshot
- 10.11.4. Operating business segments
- 10.11.5. Product portfolio
- 10.11.6. Business performance
- 10.11.7. Key strategic moves and developments
- 10.12. The Honey Pot Company, LLC
- 10.12.1. Company overview
- 10.12.2. Key Executives
- 10.12.3. Company snapshot
- 10.12.4. Operating business segments
- 10.12.5. Product portfolio
- 10.13. Ontex BV
- 10.13.1. Company overview
- 10.13.2. Key Executives
- 10.13.3. Company snapshot
- 10.13.4. Operating business segments
- 10.13.5. Product portfolio
- 10.13.6. Business performance
- 10.13.7. Key strategic moves and developments
- 10.14. Organic Initiative Limited
- 10.14.1. Company overview
- 10.14.2. Key Executives

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- 10.14.3. Company snapshot
- 10.14.4. Operating business segments
- 10.14.5. Product portfolio
- 10.15. GladRags
 - 10.15.1. Company overview
 - 10.15.2. Key Executives
 - 10.15.3. Company snapshot
 - 10.15.4. Operating business segments
 - 10.15.5. Product portfolio

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Organic feminine care Market By Product Type (Sanitary Pads, Tampons, Menstrual Cups, Panty Liners and Shields, Others), By Nature (Disposable, Reusable), By Age Group (Upto 18 Years, 19-30 Years, 31-40 Years, 41 Years and Above), By Distribution Channel (Supermarkets and hypermarkets, Pharmacy, Online Stores, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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