

Feminine Hygiene in Australia

Industry Report | 2025-09-11 | 45 pages | MarketLine

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Report description:

Feminine Hygiene in Australia

Summary

Feminine Hygiene in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The feminine hygiene market includes retail sales of sanitary pads, women's disposable razors & blades, internal cleansers & sprays, pantliners & shields, and tampons. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Australian feminine hygiene market recorded revenues of \$335.2 million in 2024, representing a compound annual growth rate (CAGR) of 1.1% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.2% between 2019-24, reaching a total of 66.0 million units in 2024.
- The sluggish growth of the Australian feminine hygiene market during 2019-24 was due to the mature market space, meaning most consumers already use basic products like pads and tampons, so there was limited new customer growth.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the feminine hygiene market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the feminine hygiene market

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in Australia

- Leading company profiles reveal details of key feminine hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Australia feminine hygiene market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Australia feminine hygiene market by value in 2024?
- What will be the size of the Australia feminine hygiene market in 2029?
- What factors are affecting the strength of competition in the Australia feminine hygiene market?
- How has the market performed over the last five years?
- Who are the top competitors in Australia's feminine hygiene market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Market share

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- 7.2. Who are the leading players in the Australian feminine hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
- 7.4. Which companies market shares have suffered during 2019-24?
- 7.5. What are the most popular brands in the Australian feminine hygiene market in 2024?

8 Company Profiles

- 8.1. Essity AB
- 8.2. Kenvue Inc
- 8.3. Edgewell Personal Care Co
- 8.4. The Procter & Gamble Co

9 Macroeconomic Indicators

- 9.1. Country data

10 Appendix

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

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