

## **Feminine Hygiene in Canada**

Industry Report | 2025-09-11 | 46 pages | MarketLine

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### **Report description:**

Feminine Hygiene in Canada

#### Summary

Feminine Hygiene in Canada 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 Canadian feminine hygiene market recorded revenues of \$508.5 million in 2024, representing a compound annual growth rate (CAGR) of 3.7% between 2019-24.
- Market consumption volume increased with a CAGR of 1.6% between 2019-24, reaching a total of 84.5 million units in 2024.
- The Canadian feminine hygiene market grew at a moderate pace during 2019-24, shaped by changing consumer preferences and limited demographic expansion. Growth was supported by rising demand for premium and eco-friendly options, such as organic cotton pads, menstrual cups, and period underwear, reflecting heightened sustainability concerns.

#### Scope

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

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in Canada

- 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 Canada feminine hygiene market with five year forecasts by both value and volume

#### Reasons to Buy

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

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