

Feminine Hygiene in Germany

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

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Feminine Hygiene in Germany

Summary

Feminine Hygiene in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 German feminine hygiene market recorded revenues of \$902.1 million in 2024, representing a compound annual growth rate (CAGR) of 2.8% between 2019-24.
- Market consumption volume increased with a CAGR of 1.4% between 2019-24, reaching a total of 199.0 million units in 2024.
- The moderate growth of the German feminine hygiene market during 2019-24 can be attributed to the steady demand for essential sanitary products, which was tempered by a mature, highly penetrated market structure and several short-term pressures.

Scope

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

in Germany

- 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 Germany feminine hygiene market with five year forecasts

Reasons to Buy

- What was the size of the Germany feminine hygiene market by value in 2024?
- What will be the size of the Germany feminine hygiene market in 2029?
- What factors are affecting the strength of competition in the Germany feminine hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up Germany'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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.2. Who are the leading players in the German 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 German feminine hygiene market in 2024?

8 Company Profiles

- 8.1. Kenvue Inc
- 8.2. The Procter & Gamble Co
- 8.3. Kimberly-Clark Corp
- 8.4. Ontex Group NV

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Feminine Hygiene in Germany

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2026-02-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com