

Feminine Hygiene in Indonesia

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

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Report description:

Feminine Hygiene in Indonesia

Summary

Feminine Hygiene in Indonesia industry profile provides top-line qualitative and quantitative summary information including: 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 Indonesian feminine hygiene market recorded revenues of \$439.9 million in 2024, representing a compound annual growth rate (CAGR) of 5.5% between 2019-24.
- Market consumption volume increased with a CAGR of 4.7% between 2019-24, reaching a total of 195.6 million units in 2024.
- The healthy growth of the Indonesian feminine hygiene market during 2019-24 can be attributed to the rising awareness of menstrual health, improving affordability, and expanding retail distribution that reached deeper into semi-urban and rural areas.

Scope

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

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

Reasons to Buy

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

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