

## **Feminine Hygiene in Singapore**

Industry Report | 2025-09-11 | 47 pages | MarketLine

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### **Report description:**

Feminine Hygiene in Singapore

#### Summary

Feminine Hygiene in Singapore 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 Singaporean feminine hygiene market recorded revenues of \$53.9 million in 2024, representing a compound annual growth rate (CAGR) of 2.5% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.4% between 2019-24, reaching a total of 10.0 million units in 2024.
- The Singaporean feminine hygiene market experienced moderate growth during 2019-24, reflecting both the resilience and the limitations of a highly penetrated, mature market. With nearly universal access to sanitary pads and tampons, scope for new-user growth was limited, and demographic headwinds, such as a low fertility rate and an ageing population, constrained the size of the menstruating-age consumer base.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the feminine

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hygiene market in Singapore

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the feminine hygiene market in Singapore
- 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 Singapore feminine hygiene market with five year forecasts

#### Reasons to Buy

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

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## 7 Competitive Landscape

### 7.1. Market share

### 7.2. Who are the leading players in the Singaporean 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 Singaporean feminine hygiene market in 2024?

## 8 Company Profiles

### 8.1. The Procter & Gamble Co

### 8.2. Kao Corp

### 8.3. Kenvue Inc

### 8.4. Kimberly-Clark Corp

## 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

## Feminine Hygiene in Singapore

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