

Feminine Hygiene in South Africa

Industry Report | 2025-09-11 | 42 pages | MarketLine

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Report description:

Feminine Hygiene in South Africa

Summary

Feminine Hygiene in South Africa 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 South African feminine hygiene market recorded revenues of \$188 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.5% between 2019-24.
- Market consumption volume increased with a CAGR of 0.1% between 2019-24, reaching a total of 100.6 million units in 2024.
- The South African feminine hygiene market recorded a negative value CAGR during 2019-24 due to multiple pressures. Large-scale government and NGO programs distributing free sanitary pads in schools and communities reduced reliance on retail purchases.

Scope

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

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in South Africa

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

Reasons to Buy

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

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