

Global Feminine Hygiene

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

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Report description:

Global Feminine Hygiene

Summary

Global Feminine Hygiene 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, pantiliners & shields, and tampons. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The global feminine hygiene market recorded revenues of \$36,118.6 million in 2024, representing a compound annual growth rate (CAGR) of 3.2% between 2019-24.
- Market consumption volume increased with a CAGR of 2% between 2019-24, reaching a total of 11,914.5 million units in 2024.
- The moderate growth of the global feminine hygiene market during 2019-24 can be attributed to the rising awareness of menstrual health, rapid urbanization in emerging economies, and growing acceptance of premium and eco-friendly products (organic cotton pads, menstrual cups, reusable underwear), which supported value expansion.

Scope

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

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market

- 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 Global feminine hygiene market with five year forecasts

Reasons to Buy

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

- 7.2. Who are the leading players in the global 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 global feminine hygiene market in 2024?
- 7.6. What have been the most significant developments in the global feminine hygiene market in 2024?

8 Company Profiles

- 8.1. The Procter & Gamble Co

- 8.2. Kenvue Inc

- 8.3. Kimberly-Clark Corp

- 8.4. Unicharm 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

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