

# 성장가능성

## GLOBAL ORGANIC SANITARY NAPKINS MARKET: KEY DRIVERS AND FIGURES

### KEY MARKET FIGURES

#### ORGANIC MENSTRUAL PADS

Increase demand in the organic menstrual pads market has led to a growth of **6.79% CAGR**, with relatively higher profit margins.

#### APAC REVENUE

APAC accounted for **\$297 million** in revenue for organic sanitary pads in 2015.

#### GREATER AWARENESS

Every year, over **300,000** women die of cervical cancer worldwide, with **60%** of deaths being due to poor sanitary napkins.

### GLOBAL MARKET GROWTH



**\$405  
MILLION**

INCREMENTAL GROWTH



## GLOBAL ORGANIC SANITARY NAPKINS MARKET

### KEY MARKET HIGHLIGHTS

1

#### MARKET GROWTH

The global organic sanitary napkins market is expected to grow at a CAGR of over 7% from 2018-2022.

2

#### ORGANIC MENSTRUAL PADS

In 2017, the organic menstrual pads segment dominated the market with a 77.88% share.

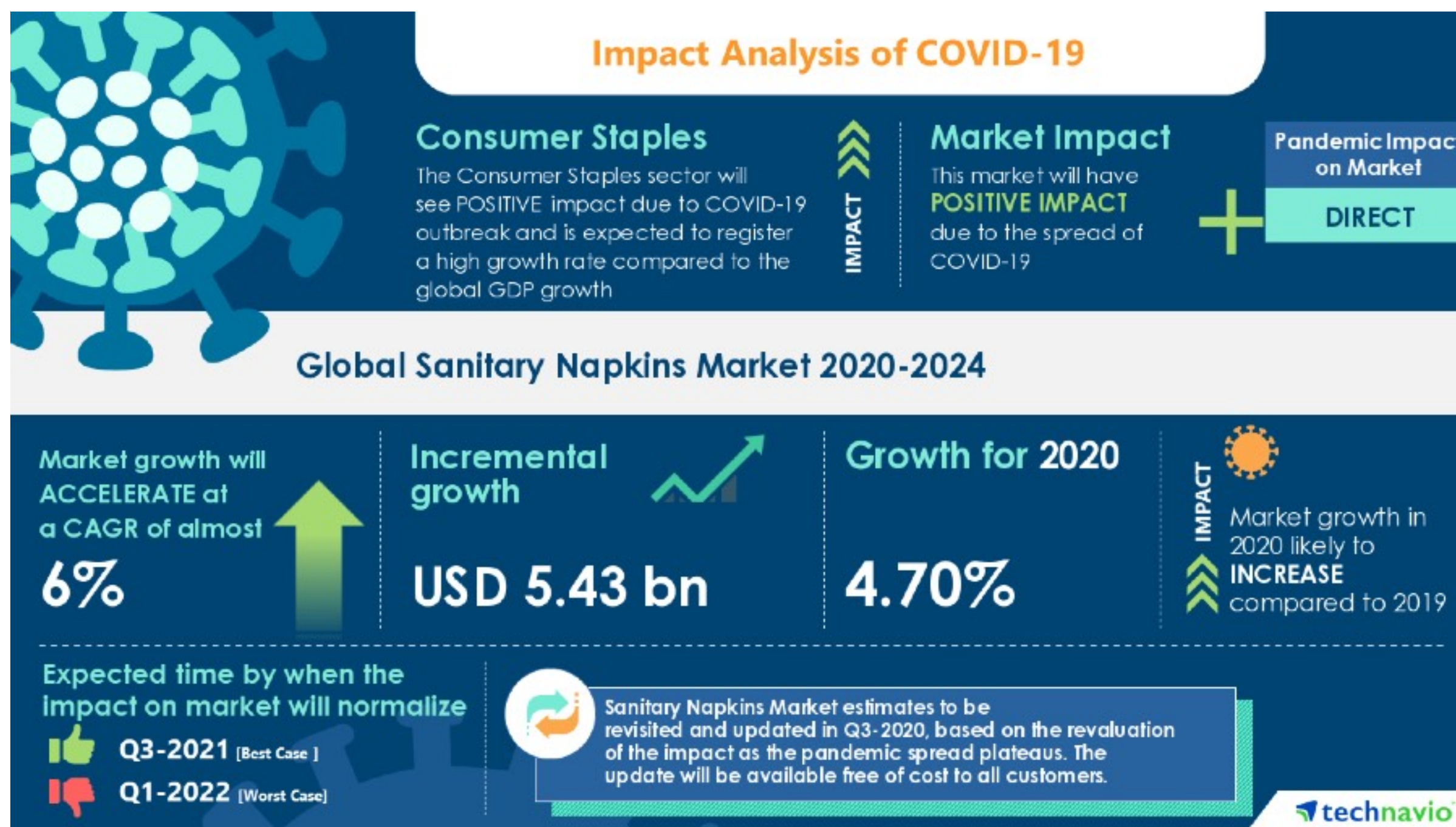
3

#### MARKET TREND

Availability of eco-friendly incinerators for easy disposal.

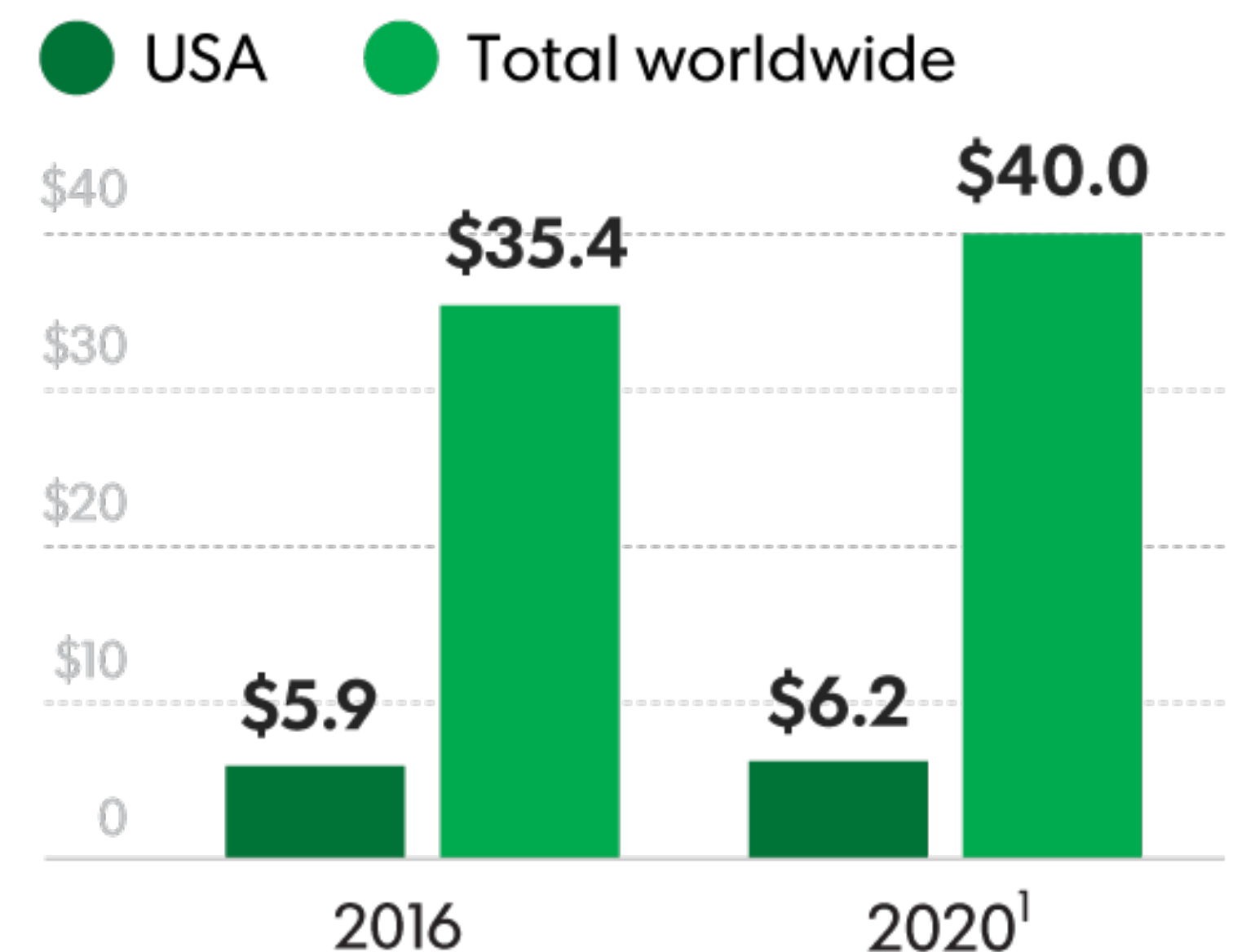






## FEMININE HYGIENE MARKET GROWING WORLDWIDE

Annual sales (in billions):



<sup>1</sup> - projected

SOURCE Global Industry Analysts, Inc.  
KARL GELLES, USA TODAY

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