

# **Feminine Hygiene Market worth US\$ 66.35 Billion 2030 with a CAGR of 6.1%**

[Feminine Hygiene Market](#) accounted for US\$ 66.35 billion in 2030 with a CAGR of 6.1%. Increasing awareness of female health and hygiene and the emergence of low-cost feminine hygiene products are factors that are expected to boost demand for feminine hygiene products during the forecast period. Factors driving the feminine hygiene products market are increasing disposable income, growing awareness about sanitization, and rising demand for products such as tampons, and panty liners in developed countries.

The report "**Global Feminine Hygiene Market, By Type (Menstrual Care Products (Sanitary Napkins/Pads, Panty Liners, Tampons, Menstrual Cups, and Period Panties), and Cleaning & Deodorizing Products (Deodorants, Douche, Feminine Powders, Feminine Soaps, Disposable Razors & Blades, Feminine Wipes, Internal Cleaners, Bikini Wax, and Sprays Shields), By Distribution Channels (Supermarket, Convenience Stores, Drug Stores, Pharmacies & Beauty Stores, and Online, Others), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Trends, Analysis and Forecast till 2030**"

## **Key Highlights:**

- On May 23, 2018, in honour of Menstrual Hygiene Day, Procter & Gamble's leading feminine protection brand always is donating an additional one million period products to confront period poverty across the United States as part of their long-standing donation program.
- On November 19, 2019, World Toilet Day a delegation of Kimberly-Clark leaders joined hundreds of sanitation entrepreneurs, NGOs and other global businesses at the Toilet Board Coalition's Global Sanitation Economy Summit in Pune, India to discuss investment, innovation and the integration of menstrual hygiene management into the larger sanitation vision.

## **Key Market Insights from the report:**

The global feminine hygiene market accounted for US\$ 38.9 billion in 2020 and is estimated to be US\$ 66.35 billion by 2030 and is anticipated to register a CAGR of 6.1%. . The market report has been segmented based on type, distribution channel, and region.

- By type, Sanitary napkins are the most popular product type globally with an additional market share in the feminine hygiene market, and the usage of sanitary pads and tampons by women will be increasing in a couple of years.
- By distribution channel, Convenience stores have potential to register high CAGR during the forecast period.
- By region, Asia-Pacific is projected to lead the global feminine hygiene market and is expected to remain dominant during the forecast period, due to government initiatives to spread awareness about importance of sanitation during menstrual periods, easy availability of products in stores, product advertisements, and increasing urbanization are factors propelling the feminine hygiene products market in the region.

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The prominent player operating in the global feminine hygiene market includes Procter & Gamble, Johnson and Johnson, Energizer Holdings, Inc., Edgewell Personal Care, Unicharm Corporation, Kimberly-Clark Corporation, Lil-Lets Group Ltd., Glenmark Pharmaceuticals, Biochemix Healthcare Private Limited, and Hengan International Group Co. Ltd.

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