

Tampon Market Research Projection By Trends, Sales, Predicted Revenue, Outlook Analysis & Forecast To 2026

A new market study, titled "Discover Global Tampon Market By Upcoming Trends, Growth Drivers and Challenges" has been featured on WiseGuyReports.

PUNE, MAHARASHTRA, INDIA,
December 13, 2019 /
EINPresswire.com/ --

Tampon Market - 2018-2026

Tampon Industry:

A tampon is a feminine hygiene product and is used to absorb menstrual blood during menstruation. The materials used in tampons include rayon, cotton, and a blend of two materials. A rise in awareness about health and hygiene among the female population is resulting in the rise in demand for tampons.

This tampon market report provides an analysis for the period 2016 to 2023, where 2018 to 2023 is the forecast period, while 2017 is the base year. This report on tampons covers an in-depth analysis of the market including statistical and subjective data points, along with the key market drivers and opportunities & restraints that have positive or negative effects on the overall global market.

An exclusive coverage has been provided for market drivers and challenges & opportunities for a country-level market in the respective regional segments. The report comprises a competitive analysis of the key players functioning in the market and covers in-depth data related to the competitive landscape of the market and the recent strategies & products that will assist or affect the market in the coming years. An organic tampon is made of organic cotton and is free of any chemicals. It comes with an applicator that is made of bioplastic material. Natural and organic tampons come under Class II of medical devices under FDA and CE regulations in the US and Europe, and are manufactured under strong guidelines by the vendors in the particular region.



Free Sample Report PDF >>

<https://www.wiseguyreports.com/sample-request/4417172-global-tampon-market-segment-analysis-opportunity-assessment-competitive>

Top Key Players Of Tampon Industry:

Bodywise
Seventh Generation
The Honest Company
Maxim Hygiene
Organy
ALYK
BON
MedAltus
NutraMarks
OI The Organic Initiative
Time of the Month
TOM ORGANIC
Veeda

Scope of the Report

The global tampon market has been segmented on the basis of different product type, material type, usage type, size, and distribution channel. On the basis of different product types, the market is segmented into radially wound pledget and rectangular/square pads. On the basis of different material types, the market is segmented into organic cotton, rayon, and blended. Based on different usage type, the market is segmented into Digital/No Applicator and Applicator. On the basis of different size, the market is segmented into mini, regular, and extra-large. Further, on the basis of different distribution channels, the market is segmented into online channel and offline channel. The offline channel has been further segmented into supermarkets/hypermarkets, independent retailers, and others.

Complete Industry Report »

<https://www.wiseguyreports.com/enquiry/4417172-global-tampon-market-segment-analysis-opportunity-assessment-competitive>

Key Market Trends | Growth | Share | Sale | Revenue | Manufactures | Technology Component

The organic Cotton segment dominated the market in 2018 and is expected to display a similar trend in the coming years

Tampons made of organic cotton are more preferred by women as they do not contain any pesticide residue. This is mainly due to the fact that organic cotton tampons go through stringent examinations in order to be labelled as organic. In addition to this, organic cotton does not contain endocrine disrupting elements that can cause hormonal problems, fertility problems, and can even lead to cancer. Moreover, organic tampons are considered to be biodegradable, which is generating opportunity for this segment during the forecast period.

The online segment is expected to witness the fastest growth during the forecast period

The penetration of internet services and an inclination towards convenience among consumers over the years are the major factors that are resulting in a significant growth rate for the online channel. Moreover, products such as organic tampons are difficult to find in grocery stores due to a lack of proper knowledge. However, retailers are focussing on enhancing the online channel through several initiatives that include targeted marketing and online education. This initiative has triggered the online sales over the past few years. Additionally, this has also resulted in an increase in comfort level of the consumers towards purchasing this product through online

channel. E-retailers such as Amazon are selling a wide range of organic tampons that belong to different companies across the globe. They also offer discounts on bulk purchases in order to grab a greater number of customer attention.

The major players operating in the global tampon market are Body wise (UK) Limited, Corman S.p.A., Edgewell Personal Care Company, First Quality Hygienic Inc., Lil-lets Group Limited, Johnson & Johnson, Kimberley-Clark Corporation, Procter & Gamble Co., Svenska Cellulosa Aktiebolaget, and Unicharm Corporation, among others. The major players have stepped up new product innovation and new product launches in order to gain more attention from the customers. Moreover, the market growth is attributed to strategic mergers & acquisitions, geographical expansion, and joint ventures & partnerships, in order to ensure long-term sustenance in the market. Companies such as Kimberly Clark's brand U by Kotex partnered with Jessamyn Stanley to launch three new products in order to grab more customer attention. One of the products, New U by Kotex Fitness Tampons with a plastic FitPak offers extra protection to women while doing exercise or any other physical activity.

Table of Content: Tampon Market 2026

1 Study Coverage

2 Executive Summary

3 Breakdown Data by Manufacturers

4 Breakdown Data by Type

5 Breakdown Data by Application

...

16 Appendix

Continued ...

<< Download Sample PDF >>

About Us:

"Wise Guy Reports Is Part of the Wise Guy Consultants Pvt. Ltd. And Offers Premium Progressive Statistical Surveying, Market Research Reports, Analysis & Forecast Data for Industries and Governments Around the Globe. Wise Guy Reports Features an Exhaustive List of Market Research Reports from Hundreds of Publishers Worldwide. We Boast a Database Spanning Virtually Every Market Category and an Even More Comprehensive Collection of Market Research Reports Under These Categories and Sub-Categories".

CONTACT US:

NORAH TRENT

Partner Relations & Marketing Manager

Sales@Wiseguyreports.Com

[Http://Www.Wiseguyreports.Com](http://www.wiseguyreports.com)

Ph: +1-646-845-9349 (US)

Ph: +44 208 133 9349 (UK)

NORAH TRENT
Wise Guy Reports
841-198-5042
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2019 IPD Group, Inc. All Right Reserved.