

Period Panties Market to Observe Strongest Growth by 2028 | Period Panteez, WUKA, Flux, Fannypants

Increasing Adoption of Period Panties to Augment the Period Panties Market Growth

SEATTLE, WA, US, January 14, 2022 /EINPresswire.com/ -- Increasing Adoption of Period Panties to Augment the [Period Panties Market](#) Growth , Period panties are menstrual underwear with a technology that can absorb ten times more than tampons, pads, and other conventional products. According to a report released by the Internet and Mobile Association of India (IAMAI) in 2017, the total number of internet users in India was 481 million in December 2017 and 500 million by the end of June 2018, representing an increase of 11.34 percent.

Market Overview:

Period panties are a type of menstrual underwear (a sanitary product) that can absorb ten times more than pads, tampons, and other regular products, giving protection to the women during menstrual flow. They can be used based on the flow or as a backup to menstrual cups, and are designed with a special fabric. Period panties also prevent odor and offer better leak-proofing in case of heavy flow. The main benefit to these garments is that they help reduce menstrual blood flow, giving lighter, more comfortable periods. The absorbency of such products ranges from half tampon to two tampons, however, it depends on the discharge. Furthermore, period panties are designed with moisture-wicking and anti-microbial properties. Thus, period panties have been creating buzz worldwide, moving beyond the traditional menstrual hygiene products.

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Competitive Landscape:

Major players operating in the global period panties market are Period Panteez, WUKA, Flux, Fannypants, THINX Inc., Adira, Harebrained, Dear Kate, PantyProp, Modibodi, Knixwear, Clovia, Anigan, and Lunapads International, among others.

Key Market Drivers:

Increasing demand for period panties due to increasing awareness among women about health

and hygiene is expected to boost the growth of the period panties market during the forecast period. For instance, in April 2020, Proof launched a new line of leak-proof, period-proof, and worry-free period panties. The first collection of proof includes five absorbency levels from super-light to super-heavy. For example, the Everyday Undie holds half of a regular tampon or teaspoon of liquid, while Hipster Panty can hold up to five tampons or ten teaspoons of liquid.

Moreover, increase in internet penetration and introduction of novel, eco-friendly products in the market is expected to augment growth of the period panties market. For instance, in January 2021, Thinx period panties launched activewear collection at Shethinx.com. Thinx activewear allows women to bleed right into its selection of workout apparel, eliminating the need to buy disposable sanitary pads.

COVID-19 Impact Analysis:

Worldwide, the pandemic has affected access to menstrual hygiene products and the ability for millions of girls and women to maintain menstrual hygiene with privacy and dignity. Over 1.8 billion girls, women, and gender non-binary persons menstruate, yet millions of menstruators worldwide cannot manage their cycle in a dignified, healthy way. Anyone who menstruates can use period panties to comfortably protect themselves during their cycle, and thus, there is an increasing demand for period panties worldwide. This in turn is expected to aid in the growth of the period panties market.

Key Takeaways:

The period panties market is expected to exhibit a CAGR of during the forecast period owing to the increasing adoption of period panties and growth in feminine health awareness, especially among teens. For instance, in October 2021, Healthfab launched a new product to its already existing range of period-proof intimate wear called GoPadFree. This product is designed and curated for teenage girls who can live a comfortable period cycle from the start of their puberty.

Among regions, North America, Europe, and Asia Pacific are expected to witness robust growth in the period panties market, owing to the shifting consumer preference, increasing awareness among women about health and hygiene, and rise in adoption of period panties in these regions. For instance, in May 2021, Primark launched a line of period underwear starting at six pounds, each pair of pants, which are significantly cheaper than many other options on the market, can hold the equivalent of up to four tampons worth of blood.

Moreover, in May 2019, THINX announced the launch of the THINX Air, a lightweight, quick-drying version of its signature, award-winning briefs. Made with cooling and sweat-wicking micro-mesh fabric, and has the capacity to absorb the same amount as one and a half tampons.

Market Taxonomy:-

On the basis of product type, the global period panties market is segmented into:

Reusable
Disposable

On the basis of size, the global period panties market is segmented into:

Small
Large
Medium

On the basis of style, the global period panties market is segmented into:

Briefs
Bikini
Boy Shorts
Hipsters
Others

On the basis of distribution channel, the global period panties market is segmented into:

Online Channels
Hypermarket
Supermarket
Convenience Stores
Medical Stores/Pharmacies

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- » Technological Advancements
- » Report in Depth
- » Scenarios from the Past and Present
- » Market Development Prospects
- » A Wide Selection of Products

» High Industry Concentration

» The Growth Cycle

» Reliable Value Chain Analysis Research Methodology

Finally, there is an industry growth strategy, a data source, research findings, an appendix, and a conclusion in the report. The report examines the manufacturing process, market competitors, seller and merchant classification, innovation implementation, and business growth strategies in order to deconstruct the market. All of these details will assuage customers' concerns about future plans and actions to compete with other market participants. The most recent market gains are also shown.

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□ SWOT Analysis is used to define, assess, and analyse market competition by focusing on the world's major manufacturers. The market is defined, described, and forecasted by type, application, and region.

□ Examine the potential and advantages of global and major regional markets, as well as the opportunities and challenges, as well as the constraints and risks.

□ Determine whether market growth is being aided or hampered by trends and factors.

□ Stakeholders will be able to assess market potential by identifying high-growth categories.

□ Conduct a strategic analysis of each submarket's growth trends and contribution to the market.

□ Competitive developments in the market include expansions, agreements, new product launches, and acquisitions.

□ To develop a strategic profile of the major players and to thoroughly examine their growth strategies.

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□ In the next seven years, what innovative technology trends should we expect?

□ Which sub-segment do you believe will experience the greatest growth in the coming years?

□ By 2028, which region is predicted to have the largest market share?

□ What organic and inorganic strategies are companies employing in order to gain market share?

Key Reasons to Purchase the Period Panties Market Report :

- The report is chock-full of data, including market trends and projections.
- The report's segments and sub-segments include quantitative, qualitative, value (USD Million), and volume (Units Million) data.
- At the regional, sub-regional, and country levels, data on demand and supply forces, as well as their effects on the market, can be found.
- The competitive landscape has changed dramatically in the last three years as a result of new developments, strategies, and market share gains by key players.
- Companies that offer a diverse range of services, including financial data, news, SWOT analyses, and strategies.

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