

Australia Period Care Market Size is Likely to Reach a Valuation of Around \$1,028.7 Million by 2030

Australia Period Care Market by Product Type, Distribution Channel: Opportunity Analysis and Industry Forecast, 2021-2030

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-- According to a new report, The [Australia Period Care Market](#) was valued at \$630.0 million in 2020, and is projected reach \$1,028.7 million by 2030, registering a CAGR of 5.3% from 2021 to 2030. The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.



Australia Period Care Market

Sanitary pads, tampons, panty liners, menstrual cups, and period underwear are considered as

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Sanitary pads are the most commonly used menstrual care products among all types of period care products due to its higher penetration in Australia.”

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the menstrual care or period care products. These products help absorb the menstrual fluid. Sanitary pads are the most commonly used menstrual care products among all types of period care products due to its higher penetration in Australia.

Innovative product launches coupled with increase in health concerns amongst women have been the major factors driving the growth of the feminine hygiene products market. Moreover, increase in number of working

women in Australia has fuelled the growth of the market. Increased government initiatives to spread awareness regarding period care boosts the growth of the Australia period care market. The Sustainable Period Project is an initiative in Australia that helps in educating the Australian women regarding the reusable and sustainable period care options.

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Therefore, washable and reusable period care products is gaining immense traction and it also helps in reducing the menstrual care wastes management. In addition, rise in environmental concerns regarding the disposable wastes of period care products fosters the growth of the reusable period care products across Australia. The outbreak of the COVID-19 brought a temporary disruption in the Australia period care market. The production of the period care products hampered and this created a gap between demand and supply. This resulted in a price hike of the period care products.

The adoption of reusable menstruation care products is on an increase owing to the rise in emphasis on the sustainable products. Most of the disposable period care products are made using plastic, which is non-biodegradable and they harm the environment. Disposable sanitary pads are one of the highest waste generators in Australia. Increase in focus on product innovations and surge in emphasis on tampons made of organic and biodegradable materials are the factors expected to fuel the growth of the period care market in Australia. The reusable period care products have gained traction in the past few years. There are many people who cannot afford the costs of buying menstruation care products regularly.

As per the Australia period care market forecast, by distribution channel, the pure play online segment is expected to grow at a significant rate during the forecast period. This is attributed to the rise in adoption of smartphones and increase in penetration of internet.

The key market players profiled in this report include Unicharm Corporation, Kimberly-Clark Corporation, Procter & Gamble Co., Edgewell Personal Care Company, Knicked, Wunderthings, Modibodi, Love Luna, Juju, and Bonds. The industry is robust in nature with the presence of several large players.

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Key Benefits For Stakeholders:

- The report provides an extensive analysis of the current & emerging trends and opportunities in the Australia period care market.
- It provides detailed qualitative and quantitative analyses of current trends and future estimations, which help understand the prevailing market opportunities.
- A comprehensive analysis of factors that drive and restrict the growth of the Australia period care market is highlighted in the study.
- An extensive analysis of the Australia period care market is conducted by following key product positioning and monitoring the top competitors within the market framework.

Reasons to Buy This Australia Period Care Market Report:

- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

Related Reports:

- [Period Panties Market to Witness a Pronounce Growth During 2020-2027](#)
- [Organic Tampons Market Will Show An Increase Of By 2027, Report](#)

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