

# Menstrual Cup Market Size, Share, Growth, Key Players, Latest Insights and Business Opportunities by 2027

The menstrual cup market is expected to reach US\$ 1,230 Million by 2027, exhibiting a CAGR of 5.5% during 2022-2027.



Menstrual Cup Market

US\$ 920 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 1,230 Million by 2027, exhibiting a CAGR of 5.5% during 2022-2027.

A menstrual cup is a bell-shaped, small cup that is primarily used to collect menstrual blood. The cup is foldable, compact, disposable, and reusable and is commonly made using medical-grade rubber, latex, thermoplastic isomer, silicone, or plastic. It can be cleaned, removed, and reused every few hours, which further aids in maintaining the adequate pH level in the vagina. When compared with <u>sanitary pads</u> and tampons, menstrual cups are more environmentally friendly and less toxic as they collect the flow instead of absorbing it. Currently, menstrual cups are available in a wide variety of sizes and shapes depending on the age of the user.

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The surging demand for eco-friendly menstrual products and rising consciousness regarding feminine hygiene are some of the key factors primarily contributing to the market growth. Moreover, the increasing consumer expenditure power and easy product availability in online retail stores are creating a positive outlook for the market. Additionally, key market

manufacturers are introducing new product variants that can be integrated with smartphone applications to indicate changes in the color of menstrual blood and detect potential health risks, which is providing an impetus to the market growth. Apart from this, the increasing awareness regarding the benefits of menstrual cups, the rising prevalence of toxic shock syndrome (TSS), and the implementation of government initiatives promoting feminine and menstrual hygiene products are accelerating the market growth.

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The competitive landscape of the menstrual cup market has been studied in the report with the detailed profiles of the key players operating in the market.

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- · Blossom Cup.
- Diva International Inc.
- Fleurcup
- INTIMINA
- Jaguara s.r.o. (LadyCup)
- Lena Cup LLC
- Lunette Menstrual Cup (Peptonic Medical AB)
- Me Luna
- Mooncup Ltd
- The Flex Company
- YUUKI Company s.r.o.

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The report has segmented the menstrual cup market on the basis of breakup by product type, material type, distribution channel and region.

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- Disposable
- Reusable

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Medical Grade Silicone

- Natural Rubber
- Thermoplastic Elastomer

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- Pharmacies and Retail Stores
- · Online Stores
- Others

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- North America (United States, Canada)
- Europe (Germany, France, United Kingdom, Italy, Spain, Russia, Others)
- Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Turkey, South Africa, Others)

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This report can serve as an excellent guide for investors, researchers, consultants, marketing strategists and all those who are planning to foray into the market in any form.

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- Market Performance (2016-2021)
- Market Outlook (2022-2027)
- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis
- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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# **Hiv Drugs Market**

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Elena Anderson **IMARC Services Private Limited** +1 6317911145 email us here

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