

Sanitary Napkin Market Analysis 2023-2028: Industry Growth, Size, Share and Latest Research Report by IMARC Group

The report has segmented the sanitary napkins market on the basis of type, distribution channel and region.

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/EINPresswire.com/ -- IMARC Group, a leading market research company, has recently releases report titled "Sanitary Napkin Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028." The study provides a detailed analysis of the industry, including the global sanitary

napkin market share, size, trends, and growth forecasts. The report also includes competitor and regional analysis and highlights the latest advancements in the market.



Sanitary Napkin Market Analysis 2023-2028

How big is the sanitary napkin market?

The global sanitary napkin market size reached US\$ 25.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 34.0 Billion by 2028, exhibiting a growth rate (CAGR) of 4.5% during 2023-2028.

What are sanitary napkins?

Sanitary napkins, also known as sanitary pads, are personal hygiene products primarily used by women during menstruation. They are designed to absorb and hold menstrual fluid, providing comfort and preventing leakage. Made from layers of absorbent materials, the pads have an adhesive side that sticks to the underwear and a winged design to further prevent side leakage.

Sanitary napkins can vary in terms of size, absorbency, material, and eco-friendliness. They form a crucial part of menstrual health and hygiene, ensuring the well-being and day-to-day functionality of menstruating individuals. Their usage is pivotal not just in personal comfort, but also in promoting overall reproductive health, reducing the risk of infections, and enabling

participation in daily activities without inconvenience or discomfort.

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What are the growth prospects and trends in the industry?

The growing awareness about menstrual health and hygiene, particularly in developing regions, represents one of the key factors driving the growth of the global sanitary napkins market. In addition to this, initiatives by governments, NGOs, and sanitary napkin companies to educate women about the importance of menstrual hygiene and increase access to sanitary products are boosting the demand for sanitary napkins.

The increasing female participation in the workforce also contributes to the growing market, as a higher disposable income and busy lifestyles create demand for high-quality, convenient menstrual products. The market is also driven by the rising trend towards eco-friendly, biodegradable sanitary napkins. These products appeal to environmentally conscious consumers and align with global efforts to reduce plastic waste.

Apart from this, evolving consumer preferences, product innovations, and the increasing focus on women's health and well-being, are some of the other factors creating a positive outlook for the market across the globe.

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What is included in market segmentation?

The report has segmented the market into the following categories:

Breakup by type:

- Menstrual Pad
- Pantyliner

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Pharmacies
- Convenience Stores
- Online
- Specialty Stores
- Others

Geographical Analysis:

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

Who are the key players operating in the industry?

The report covers the major market players including:

- Procter & Gamble
- Kimberly-Clark Corporation
- Hengan International Group Company Limited
- Edgewell Personal Care Company
- Kao Corporation

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Key Highlights of the Report:

- Market Performance (2017-2022)
- Market Outlook (2023-2028)
- 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.

About Us

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Our offerings include comprehensive market intelligence in the form of research reports,

production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, and nanotechnology industries. We also provide cost model and manufacturing setup project reports through Syndicated Analytics, a subsidiary of IMARC Group.

Chris Byrd
Procurement Resource
+1 307 363 1045
[email us here](#)

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