

Australia Period Care Market Size is Expected to Surpass \$1,028.7 Million, Fueled by a CAGR of 5.3% From 2021-2030

As per the Australia period care market analysis, The market is segmented on the basis of product type and distribution channel.

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EINPresswire.com/ -- According to a new report, According to a new report,

[Australia Period Care Market](#) by Product Type, Distribution Channel: Opportunity Analysis and Industry Forecast, 2021-2030. 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.

According to the report, the Australia period care market is expected to reach \$1,028.7 Million by 2030, growing at a CAGR of 5.3% from 2021 to 2030.

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The pure play online segment is estimated to witness the fastest growth, registering a CAGR of 7.4% during the forecast period”

Vidit Gite

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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. 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.

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.

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.

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

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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- 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.

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- Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
- Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
- Classify potential new clients or partners in the target demographic.
- Develop tactical initiatives by understanding the focus areas of leading companies.
- Plan mergers and acquisitions meritoriously by identifying Top Manufacturer.
- Develop and design in-licensing and out-licensing strategies by identifying prospective partners with the most attractive projects to enhance and expand business potential and Scope.
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