

# Period Care Market in Australia Size to Gain \$1,028.7 million by 2030 : BONDS, LOVE LUNA AU, PROCTER & GAMBLE

*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*

NEW CASTLE, DELAWARE, UNITED STATES, September 26, 2023 /EINPresswire.com/ -- Allied Market Research's [Period Care Market in Australia](https://www.alliedmarketresearch.com/period-care-market-in-australia) report estimates the market size at \$630.0 million in 2020, and is projected to 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.

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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. Therefore, washable and reusable period care products is gaining immense traction and it also helps in reducing the menstrual care wastes management. 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. The production of the period care products hampered and this created a gap between demand and supply. Most of the disposable period care products are made using plastic, which is non-biodegradable and they harm the environment. 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. This is attributed to the rise in adoption of smartphones and increase in penetration of internet. The reusable period care products have gained traction

in the past few years. 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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- 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

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