

Australia Period Care Market is Booming and Estimated to Hit \$1,028.7 Million by 2030, At 5.3% CAGR From 2021–2030

The period underwear segment is estimated to witness the fastest growth, registering a CAGR of 7.4% during the forecast period.

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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. The Australia period care market is expected to reach \$1,028.7 Million by 2030, growing at a CAGR of 5.3% (2021-2030).



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The industry is facing significant challenges due to rise in health concerns among buyers related to materials used in conventional products.”

Vidit Gite

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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. 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 Australia period care market is segmented on the basis of product type and distribution channel. By product type, the market is categorized into sanitary pads, tampons, panty liners &

shields, period underwear, and menstrual cups. Sanitary pads are the most commonly used feminine hygiene products and are expected to grow at significant rate owing to increase in demand, rise in awareness, and increased government initiatives regarding menstruation care. By distribution channel, the market is divided into discount department store, department store, grocery store, pure play online, dollar stores, specialty/independent store, retail pharmacy, brick mortar online, and convenience store.

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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- 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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