

# Australia Period Care Market Rising Valuation to Reach \$1,028.7 Million by 2030, with 5.3% Annual Growth

Period underwear would exhibit the highest CAGR of 7.4% during 2021-2030, owing to the rise in awareness and market penetration of reusable products.

WILMINGTON, NEW CASTLE, DELAWARE 19801 USA, UNITED STATES, July 10, 2024 /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. The 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.



“

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

*Roshan Deshmukh*

□□□□□□□□ □□□□□□□□□□ □□ □□□□□□ □□□□□□

@<https://www.alliedmarketresearch.com/request-sample/14685>

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 period care market in Australia has experienced notable growth in recent years, driven by

increasing awareness of feminine hygiene and greater availability of sanitary pads. Despite lingering social taboos surrounding menstrual hygiene in certain regions, government-led initiatives promoting personal hygiene have spurred demand for period care products nationwide. This heightened interest among women has also extended to alternative products such as panty liners and period underwear, reflecting a growing preference for innovative, reusable, and environmentally friendly options.

Concerns regarding the health and environmental impacts of traditional menstrual products have prompted a shift towards eco-friendly and biodegradable alternatives. Menstrual cups, reusable pads, and sanitary underwear have emerged as popular choices among women seeking sustainable and safe options. Furthermore, market growth is fueled by ongoing product innovation efforts by manufacturers, who continually strive to meet the evolving needs and preferences of consumers.

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.

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.

For more information, contact Allied Market Research at <https://www.alliedmarketresearch.com/checkout-final/36407ca30cb6f7eed059322c0a44ec39>

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,



positioning and monitoring the top competitors within the market framework.

□□□□□□ □□□□ □□□□ □□□□ □□□□□□ (□□□□ □□□□ □□□□□□□□)

@<https://www.alliedmarketresearch.com/purchase-enquiry/14685>

□□□□□□□□ □□ □□□□ □□□□□□□□□□ □□□□□□ □□□□ □□□□□□ □□□□□□□□:

- 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.
- Report will be updated with the latest data and delivered to you within 2-4 working days of order.
- Suitable for supporting your internal and external presentations with reliable high-quality data and analysis.
- Create regional and country strategies on the basis of local data and analysis.

□□□□ □□□□ □□□□□□□□□□ "□□□□ □□□□□□□□□□ □□□□□□□□□□:

□ Period Panties Market to Witness a Pronounce Growth During 2020-2027

<https://www.alliedmarketresearch.com/period-panties-market-A07659>

□ Organic Tampons Market Will Show An Increase Of By 2027, Report

<https://www.alliedmarketresearch.com/organic-tampons-market-A07036>

□ Organic Feminine Care Market Growth Opportunities In Global Industry By 2020-2027

<https://www.alliedmarketresearch.com/organic-feminine-care-market-A07066>

□ Tissue Paper Market Will Show An Increase Of By 2030, Report

<https://www.alliedmarketresearch.com/tissue-paper-market-A16067>

□ Sensitive Skin Wipes Market Opportunity, Estimations, and Analysis

<https://www.alliedmarketresearch.com/sensitive-skin-wipes-market-A08034>

□ Baby Wipes Market Size, Analysis, Opportunities, Business Outlook

<https://www.alliedmarketresearch.com/baby-wipes-market>

□ Hosiery Market Size, Growth Analysis, Opportunities, Business Outlook

<https://www.alliedmarketresearch.com/hosiery-market>

David Correa

Allied Market Research

+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/726450226>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.