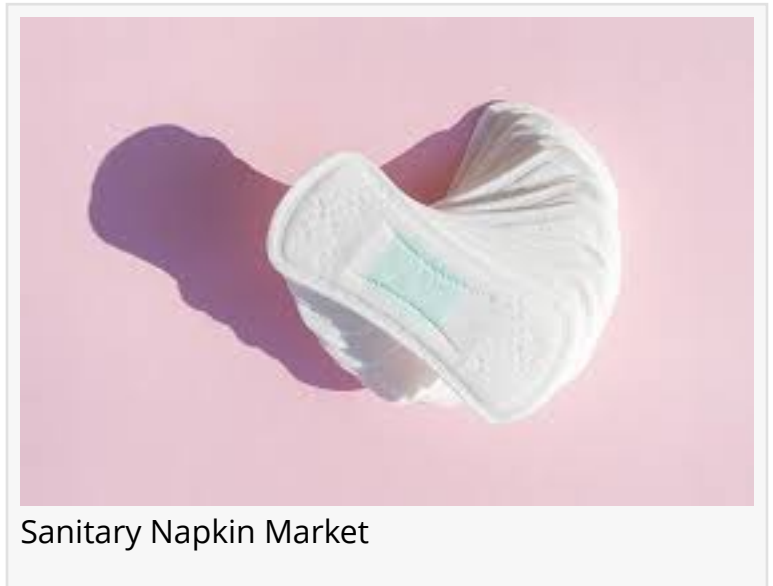


# Sanitary Napkin Market Growth: Estimated to Achieve USD 41 Billion by 2031 | TMR

*Increase in number of adult female populace globally is expected to create significant business opportunities in the sanitary napkin market*

WILMINGTON, DE, UNITED STATES, December 19, 2024 /EINPresswire.com/ -- The global [sanitary napkin market](#) was estimated to have acquired US\$ 24.5 billion in 2021. It is anticipated to register a 5.0% CAGR from 2022 to 2031 and by 2031, the market is likely to gain US\$ 41.0 billion.



Innovations in absorption technology, such as superabsorbent polymers, are improving the performance and efficiency of sanitary napkins. The emphasis on health and environmental sustainability has led to the development of organic and chemical free sanitary napkins, which are gaining popularity.

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[https://www.transparencymarketresearch.com/sample/sample.php?flag=S&rep\\_id=46086](https://www.transparencymarketresearch.com/sample/sample.php?flag=S&rep_id=46086)

Global movements advocating for menstrual equity, such as providing access to affordable menstrual products, can stimulate market growth and change government policies.

## Sanitary Napkin Market: Key Findings

Government authorities in several developing countries are collaborating with non-profit organizations in order to spread awareness about the importance of feminine hygiene. For example, major government authorities in Africa are offering menstrual education along with free sanitary pads to school-going girls. Such efforts are anticipated to have a positive impact on the overall market growth during the forecast period.

Sanitary pads are manufactured using non-biodegradable plastics, which are known to be hazardous for environmental health. As per the Menstrual Health Alliance India, one unit of

sanitary pad may take up to 500-800 years to decompose. As per the United Nation's reports, on an average, each female using sanitary napkins contributes around 60 kg of sanitary napkin waste in her lifetime, which generates 100,000 tons of waste per year. Growing awareness about environmental concerns across the globe is resulting in rise in demand for eco-friendly sanitary pads.

Majority of sanitary napkin producers across the globe are ensuring that their products are easily available to end-users. They are utilizing online sales channels such e-commerce sites in order to boost adoption of sanitary napkins. Rapid expansion of the e-commerce industry is likely to boost sales in the market in the near future.

Demand for overnight pads is rising as these products are designed with a broad hip protector, which offers leakage protection and enables the user to sleep in a comfortable position. Furthermore, these products come with an odor control mechanism, in which natural oils are used to lock odor. These advantages are driving sales of overnight pads.

Sanitary Napkin Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2019 - 2026 -

<https://www.transparencymarketresearch.com/sanitary-napkin-market.html>

## Growth Drivers

- Rise in efforts of developing countries toward educating women on feminine hygiene is anticipated to drive sale in the global industry
- Increase in awareness about importance of health and hygiene among the female population is expected to fuel business growth in the global market

## Sanitary Napkin Market: Key Players

- Edgewell Personal Care Company
- Diva International Inc.
- Johnson & Johnson
- Hengan International Group Company Limited
- Kimberly-Clark Corporation
- Kao Corporation
- Ontex

## Sanitary Napkin Market Segmentation

- Type
  - Regular
  - Overnight

- Panty Liners
- Ultra-thin
- Others (Maxi Pads, Maternity Pads, etc.)

- Material

- Cottony Comfort Napkins
- Dry Feel Napkins
- Usage
- Disposable
- Reusable

- Wing

- With Wings
- Without Wings

- Pack Size

- 6 to 8 Napkins
- 8 to 15 Napkins
- 15 to 20 Napkins
- 20 to 30 Napkins
- Above 30 Napkins

- Size

- Small
- Regular
- Large
- Extra Large
- XXL Pads

- Distribution Channel

- Online

- Company owned Websites
- E-commerce Websites

- Offline

- Pharmacy Stores

- Hypermarket / Supermarket
- Other Retail Stores

## Region

- North America
- Europe
- Asia Pacific
- Middle East & Africa
- South America

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[Bicycle and Motorcycle Helmets Market](#) : The global bicycle & motorcycle helmets market was valued over US\$ 4.4 Bn in 2021

[Residential Outdoor Gas Fire Pits Market](#): The North America residential outdoor gas fire pits market was valued at US\$ 81.6 Mn in 2021

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