

# Period Care Market 2025 : is Estimated to Develop At a Substantial CAGR of 6.1% for the Duration of 2025-2035

The global period care market was valued at \$37.1 billion in 2024, and is projected to reach \$69.1 billion by 2035, growing at a CAGR of 6.1% from 2025 to 2035.

WILMINGTON, DE, UNITED STATES, March 17, 2025 /EINPresswire.com/ -- Allied Market Research



Region-wise, Asia-Pacific held the largest share of the period care market in 2024"  
*Allied Market Research*

published a report, titled, "[Period Care Market](#) by Age Group (Upto 18 Years, 19-30 Years, 31-40 Years, and 40 Years & Above), Nature (Disposable and Reusable), Type (Sanitary Pads, Tampons and Menstrual Cup, Panty liners and Shields, and Period Underwear), and Distribution Channel (Department Store, Grocery Store, Convenience Store, Dollar Store, Retail Pharmacy, Supermarket, Online,

and Others): Global Opportunity Analysis and Industry Forecast, 2025-2035". According to the report, the "[period care](#) market" was valued at \$37.1 billion in 2024, and is estimated to reach \$69.1 billion by 2035, growing at a CAGR of 6.1% from 2025 to 2035.

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

<https://www.alliedmarketresearch.com/request-sample/A16272>

## Prime determinants of growth

The growth of the period care market is primarily driven by increase in awareness of menstrual hygiene, rise in female workforce participation, and surge in demand for eco-friendly and sustainable products. Moreover, innovations in product materials, such as biodegradable pads, organic cotton tampons, and reusable menstrual cups, are further fueling market expansion. In addition, government initiatives and policies aimed at improving menstrual health education, particularly in developing regions, have enhanced accessibility to period care products. The rise of direct-to-consumer brands and e-commerce platforms has also contributed to market penetration, offering greater convenience and product variety. Furthermore, the influence of social media and celebrity endorsements has played a crucial role in reducing stigma around menstruation and encouraging product adoption across different demographics.

The 19-30 years segment held a major portion of the market in 2024.

By age group, the 19-30 years segment held the largest market share in 2024, accounting for more than one-third of the period care market. This is due to high product usage frequency, increased purchasing power, and greater awareness of menstrual hygiene. Women in this age group are more likely to experiment with different period care products, including sanitary pads, tampons, and menstrual cups, leading to higher demand. In addition, urbanization, rising female workforce participation, and a growing preference for sustainable and premium products contribute to the segment's dominance. E-commerce and subscription-based models also appeal strongly to this demographic, offering convenience and personalized options. Moreover, active social media engagement and brand marketing targeted at young adults further drive product adoption in this segment.

Report ID: 430 (430 Report ID: 430, Report ID, Report ID):  
<https://www.alliedmarketresearch.com/checkout-final/b3591ff34fd9c8c4886e40f121992084>

The sanitary pad segment held a major portion of the market in 2024.

By type, the sanitary pad segment held the largest market share in 2024, accounting for more than half of the period care market. This is due to its high adoption rate, affordability, and ease of use. Sanitary pads are widely available across various distribution channels, including supermarkets, pharmacies, and e-commerce platforms, ensuring accessibility even in remote areas. Their disposable nature provides a hygienic and hassle-free option, making them the preferred choice for consumers, particularly in developing regions where menstrual hygiene awareness is increasing. In addition, government initiatives and NGOs promoting menstrual health and subsidizing pad distribution have further boosted their usage. While alternatives like tampons and menstrual cups are gaining traction, cultural preferences and comfort associated with pads continue to drive their dominance in the market.

The retail pharmacy segment held a major portion of the market in 2024.

By distribution channel, the retail pharmacy segment held the largest market share in 2024, accounting for more than one-fourth of the period care market. This is due to its widespread accessibility, trustworthiness, and consumer preference for purchasing hygiene products from established brick-and-mortar stores. Pharmacies offer a reliable supply of sanitary pads, tampons, and other menstrual products, ensuring immediate availability, especially for consumers who prioritize discretion and quality assurance. In addition, many pharmacies are strategically located in urban and rural areas, making them a convenient purchasing option. The presence of pharmacist recommendations and healthcare guidance further enhances consumer trust in these outlets. While e-commerce is growing, the immediacy and physical availability of products in retail pharmacies continue to drive their dominance in the market.

Report ID: <https://www.alliedmarketresearch.com/purchase-enquiry/A16272>

Asia-Pacific held a major portion of the market in 2024.

By region, the Asia-Pacific held the largest market share in 2024, accounting for more than one-third of the period care market. This is due to its large female population, increasing awareness of menstrual hygiene, and improving access to period care products. Rapid urbanization, rising disposable incomes, and government initiatives promoting menstrual health, especially in countries like India and China, have significantly boosted market growth. The presence of both global and local brands offering a wide range of products, from affordable sanitary pads to premium organic options, further drives demand. In addition, expanding retail networks, including supermarkets, pharmacies, and e-commerce platforms, have improved product availability. The cultural shifts and education programs advocating menstrual health are also playing a key role in increasing product adoption across the region.

Leading Market Players: -

Edgewell Personal Care Company

Essity Aktiebolag

First Quality Enterprises

Incorporation

Hengan International Group Co. Limited

Kenvue

Kao Corporation

Kimberly-Clark Corporation

Ontex BV

Procter & Gamble Company

Unicharm Corporation

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the period care market analysis from 2024 to 2035 to identify the prevailing period care market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the period care market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global period care market trends, key players, market segments, application areas, and market growth strategies.

□□□□□□ □□□□□□ □□ □□ □□□□□□□□ □□□□□ □□□□□□□□

□□□□□□□□ □□ □□□□□□ □□□□□□ <https://www.alliedmarketresearch.com/automatic-dog-feeder-market-A13738>

□□□□ □□□□□□□□□□□□□□ □□□□□□□ □□□□□□ <https://www.alliedmarketresearch.com/home-entertainment-devices-market>

David Correa  
Allied Market Research  
+ + 1800-792-5285  
[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/794547266>

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.

© 1995-2025 Newsmatics Inc. All Right Reserved.