

Feminine Hygiene Market Revenues to Reach USD 45.78 billion by 2028 - Market Size, Share, Forecasts, & Trends Analysis Report by Mordor Intelligence

According to a new market research report titled “[Feminine Hygiene Market Report \(2023-2028\)](#),” the market is estimated at USD 36.19 billion in 2023. It is expected to register a CAGR of 4.81% during the forecast period.

Expanding awareness about female health and hygiene and the development of low-cost feminine hygiene products are expected to boost demand for the feminine hygiene products market. Consequently, the demand for tampons, menstrual cups, and internal cleansers and sprays is anticipated to grow rapidly in more developed regions, such as North America and Western Europe. The demand for biodegradable and organic raw materials-based female hygiene products is also estimated to generate opportunities in the market over the long term.

Report Summary:

Report Attribute	Details
Market Size (2023)	USD 36.19 billion
Market Size (2028)	USD 45.78 billion
CAGR (2023-2028)	4.81%
Study Period	2018-2028
Forecast Units	Value (USD billion)
Largest Market	Asia-Pacific
Fastest Growing Market	South America
Report Scope	Market Dynamics, Revenue Forecast and Segmentation, Competitive Landscape and Recent Developments, Market Growth, Future Opportunities, and Trends
Key Market Drivers	The demand for biodegradable and organic raw materials-based female hygiene products. Expanding awareness about female health and hygiene.

Who are the Top Companies in the Feminine Hygiene Market?

The feminine hygiene market is highly competitive, with the presence of various global and regional companies. Companies are participating in frequent launches of newly developed products and focusing on potential markets to improve their market position and revenue.

The significant players holding the feminine hygiene market are:

- Procter & Gamble Company
- Kimberly-Clark Corporation
- Unicharm Corporation

- Johnson & Johnson Services Inc.
- Essity AB
- Ontex Group NV
- Edgewell Personal Care Company
- Unilever PLC
- TZMO SA
- Kao Corporation

Other Reports That Might Be of Your Interest:

- [India Feminine Hygiene Market Report](#) - The Indian feminine hygiene market size is estimated at USD 782.16 million in 2023 and is expected to reach USD 1.56 billion by 2028 at a CAGR of 14.85% during the forecast period (2023-2028).
- [Nutricosmetics Market Report](#) - The nutricosmetics market size is estimated at USD 8.08 billion in 2023 and is expected to reach USD 11.90 billion by 2028 at a CAGR of 8.05% during the forecast period (2023-2028).

Key Highlights from the Feminine Hygiene Market Report:

Increasing Government Initiatives for Menstrual Hygiene

- The cumulative awareness among consumers regarding menstrual hygiene, the increasing number of working women, and rising income levels are some key factors stimulating the growth of feminine hygiene products worldwide.
- The Indian government is partnering with several private entities and NGOs to take initiatives to popularize the use of sanitary napkins, chiefly among underprivileged and rural women. Such initiatives are generating awareness among women and increasing the demand for budget-friendly sanitary pads, making them a necessary commodity.

Expanding Measures for Feminine Hygiene in Asia-Pacific

- Numerous companies have launched different brands of feminine hygiene products for diverse economic sections of society. China's local sanitary pads market has surfaced as the largest market in the APAC region.
- Due to the increased demand for feminine hygiene products, manufacturers in Asia-Pacific are launching diverse products. With several governments and NGO-led awareness programs across the region about women's menstrual hygiene, the demand for these products is growing.

What are the Latest Developments in the Feminine Hygiene Market?

- In April 2022, Kimberly-Clark Corporation introduced its new Poise Ultra-thin Pads with Wings. These pads guarantee up to 100% clean, dry, fresh protection from bladder leaks.
- In April 2021, Essity signed an agreement to acquire almost 44% of the Colombian hygiene company Productos Familia SA (Familia). After closing the transaction, Essity's ownership in Familia will amount to at least 94%. The purchase price amounts to USD 1.54 billion (approx. SEK 13 billion) for 100% of the company on a debt-free basis.

Mordor Intelligence has Segmented the Feminine Hygiene Market Based on Product Type, Distribution Channel, and Geography:

- By Product Type
 - Sanitary Napkins/Pads
 - Tampons
 - Menstrual Cups
 - Other Product Types
- By Distribution Channel
 - Hypermarkets/Supermarkets
 - Convenience Stores
 - Drug Stores/Pharmacies
 - Online Retail Stores
 - Other Distribution Channels
- By Geography
 - North America
 - United States
 - Canada
 - Mexico
 - Rest of North America
 - Europe
 - United Kingdom
 - Spain
 - Germany
 - France
 - Italy
 - Russia
 - Rest of Europe
 - Asia-Pacific
 - China
 - India
 - Japan
 - Australia
 - Rest of Asia-Pacific
 - South America
 - Brazil
 - Argentina
 - Rest of South America
 - Middle East & Africa
 - Saudi Arabia
 - South Africa
 - Rest of Middle East & Africa

In a nutshell, the Mordor Intelligence market research report is a must-read for start-ups, industry players, investors, researchers, consultants, business strategists, and all those who are looking to understand this industry. Get a glance at the [Feminine Hygiene Market Report \(2023-2028\)](#).

Mordor Intelligence constantly tracks industry trends. Some relevant market reports from the analysts that might be of interest to you:

- [Cosmetics and Personal Care Stores Market Report](#) - Over the next few years, the global market for cosmetics and personal care stores is expected to register a CAGR of more than 7%.
- [Vegan Cosmetics Market Report](#) – The vegan cosmetics market size is expected to grow from USD 2.66 billion in 2023 to USD 3.70 billion by 2028 at a CAGR of 6.83% during the forecast period (2023-2028).
- [Online Cosmetics Market Report](#) - The online cosmetics market size is estimated at USD 13.79 billion in 2023 and is expected to reach USD 20.70 billion by 2028 at a CAGR of 8.47% during the forecast period (2023-2028).

About Mordor Intelligence:

[Mordor Intelligence](#) is a market intelligence and advisory firm. At Mordor Intelligence, we believe in predicting butterfly effects that have the potential to change or significantly impact market dynamics.

Our market research reports are comprehensive and provide exclusive data, facts and figures, trends, and the industry's competitive landscape.