

# Global Feminine Protection (Sanitary Pads, Tampons & Pantyliner) Market: Size, Trends & Forecasts (2017-2021)

May 2017



# Global Feminine Protection Market Report

## Scope of the Report

The report entitled "Global Feminine Protection Market: Size, Trends & Forecasts (2017-2021)", provides analysis of the global feminine protection market, with detailed analysis of market size and growth, and segmentation of the industry. The analysis includes the market by value and by region. The report also provides the analysis of the global feminine protection market of the US, Western Europe, Eastern Europe, China and Latin America regions.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global feminine protection market has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Procter & Gamble (P&G), Edgewell Personal Care Co., Unicharm Corporation and Kimberly-Clark Corporation are some of the key players operating in the global feminine protection market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

## Country Coverage

The US

Western Europe

Eastern Europe

China

Latin America

## Company Coverage

Procter & Gamble (P&G)

Edgewell Personal Care Co.

Unicharm Corporation

Kimberly-Clark Corporation

# Global Feminine Protection Market Report

## Executive Summary

Hygiene refers to the comprehensive cleaning of and caring for the body that prevent the spread of diseases and help to maintain health. Hygiene often includes the health and hygiene, oral hygiene, food hygiene and personal hygiene. The personal hygiene are important to both sexes, but women have some special considerations.

Feminine hygiene considered some special areas for personal hygiene. Maintaining appropriate hygiene for intimate area is one of the significant factors in female reproductive health, sexual health and quality of life. Feminine hygiene can further be categorized into: Feminine Protection and Intimate Care.

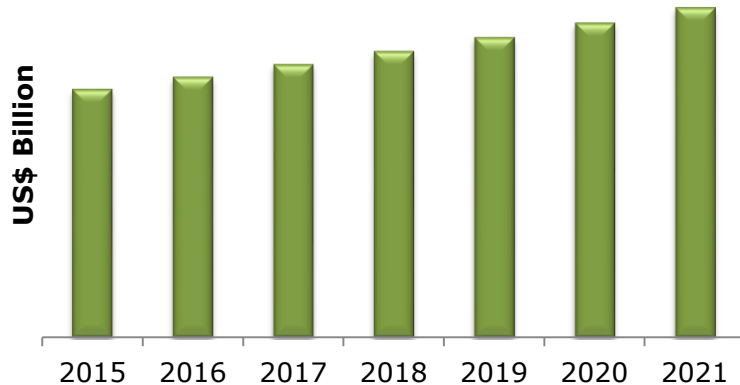
Feminine protection includes hygiene absorbent products which are engineered to absorb and retain menstrual blood or others emanating from vagina without causing any leakage. The feminine protection segment can be classified into three major categories – sanitary pads, tampons and Pantyliner.

The intimate care is separate from the regular hygiene routine, that include the proper cleaning of intimate area without upsetting the pH balance and therefore help to avoid vaginal infections such as bacterial vaginosis (BV). The major types of intimate care products are: douches, intimate wash and sprays, and feminine wipes.

The global feminine protection market is expected to increase at high growth rates during the forecasted period (2017-2021). The global feminine protection market is supported by various growth drivers, such as increasing global female population, increasing disposable income, increase in urban population, growth in e-commerce, etc.

# Global Feminine Protection Market Overview

Global Feminine Protection Market by Value;  
2015-2021 (US\$ Billion)



The global feminine protection market was valued at US\$... billion in 2016, up by ...% from US\$... billion in 2015. The market value is anticipated to increase up to US\$... billion in 2021, as compared to US\$... billion in 2017. The market is expected to grow at a CAGR of ...% over the years 2017 to 2021. The global feminine protection market has been fragmented into five major regions namely... The global feminine protection market was comprised of the feminine protection products such as...

Global Feminine Protection Market by  
Products; 2016

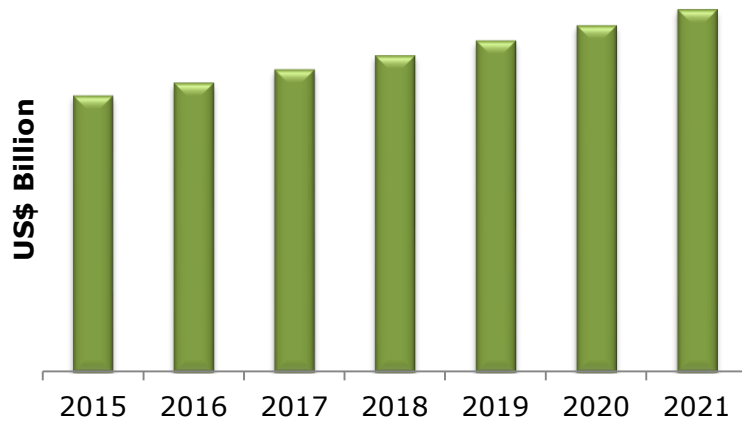


Global Feminine Protection Market by  
Region ; 2016

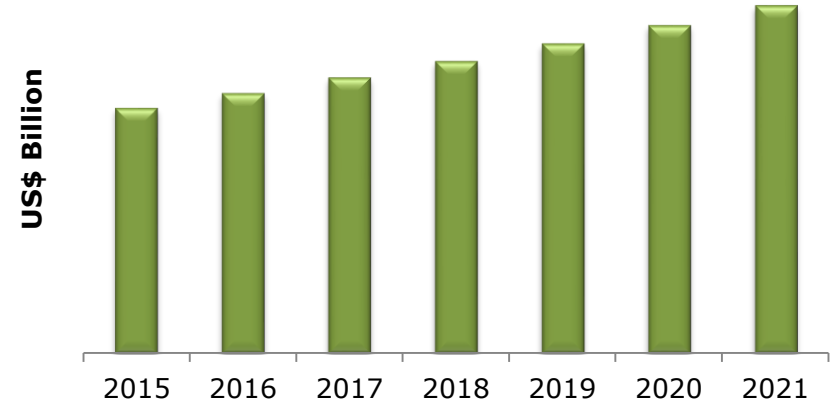


# Global Feminine Protection Market Segments Overview

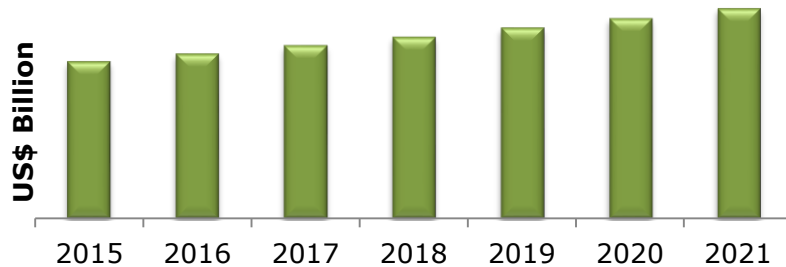
## Global Sanitary Pad Market by Value; 2015-2021 (US\$ Billion)



## Global Tampons Market by Value; 2015-2021 (US\$ Billion)



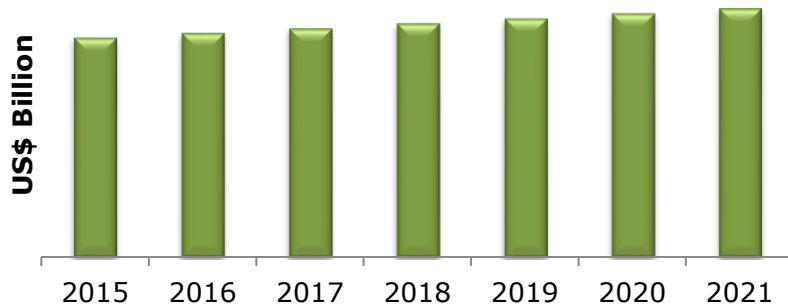
## Global Pantyliner Market by Value; 2015-2021 (US\$ Billion)



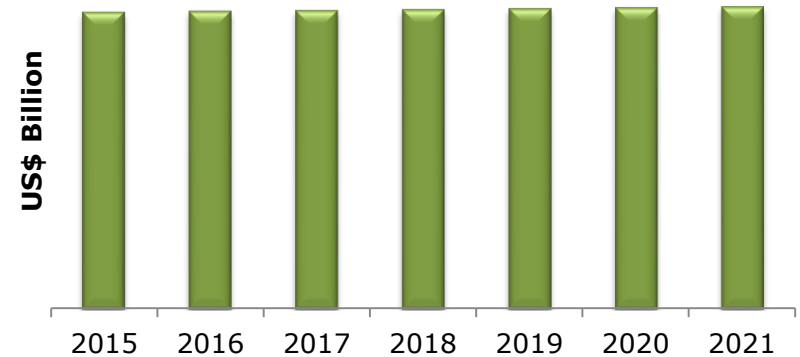
The market value is anticipated to grow up to US\$... billion in 2021 at a CAGR of ...% over the years 2017-2021, as compared to US\$... billion in 2017. The market value is expected to reach US\$... billion in 2021, as compared to US\$... billion in 2017 at a CAGR of ...% over 2017-2021 years. The market is projected to reach US\$...billion in 2021, incremented from 2017 with US\$...billion at a CAGR of ..% in 2017-2021.

# Feminine Protection Market: Regional Overview

## The US Feminine Protection Market by Value; 2015-2021 (US\$ Billion)



## Western Europe Feminine Protection Market by Value ;2015-2021 (US\$ Billion)



The US market value is expected to reach US\$.. billion in 2021, in contrast to US\$... billion in 2017. The market value is expected to grow at a CAGR of ...% over the years 2017 to 2021. The China market is anticipated to reach US\$... billion in 2021, growing at a CAGR of ..% in contrast of the market value US\$... billion in 2017.

## China Feminine Protection Market by Value; 2015-2021 (US\$ Billion)

