

# Global Feminine Protection (Sanitary Pads, Tampons & Pantyliner) Market (2018-2022 Edition)

May 2018



# Global Feminine Protection Market : Coverage

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Global Market Analysis

Regional Analysis

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# Global Feminine Protection Market : Coverage

## Scope of the Report

Attributes	Details
Title	Global Feminine Protection (Sanitary Pads, Tampons & Pantyliner) Market (2018-2022 Edition)
Coverage	Global and Regional
Forecast Period of Market	2018-2022
Competition in the Market	Fragmented
Key Players	Procter & Gamble (P&G), Edgewell Personal Care Co., Unicharm Corporation and Kimberly-Clark Corporation

# Global Feminine Protection Market

## 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.

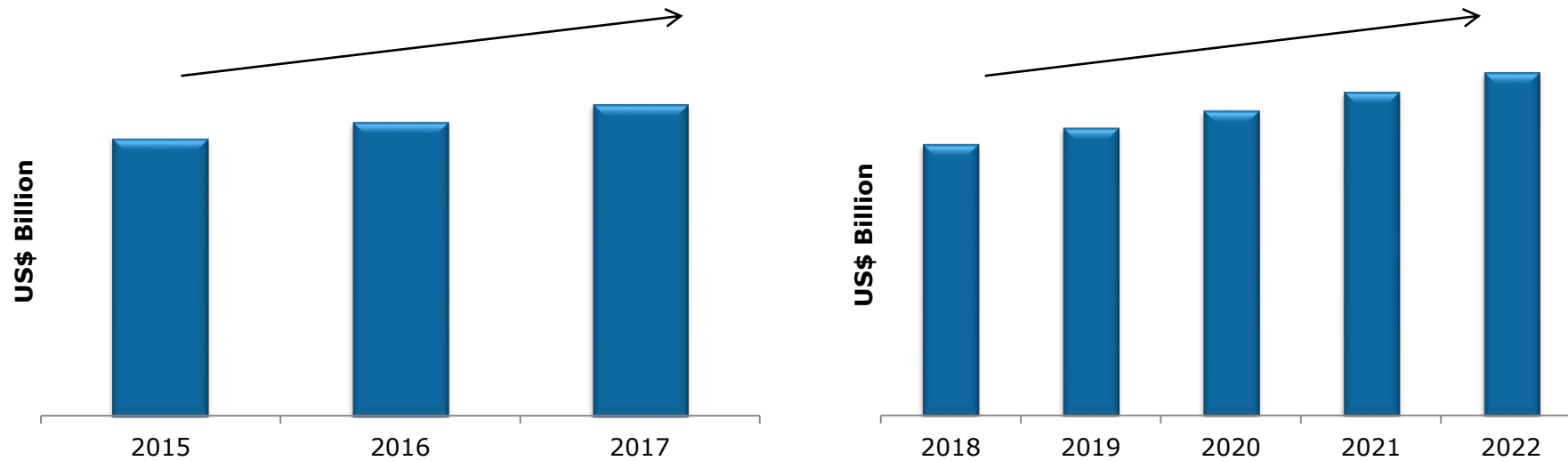
Feminine protection includes hygiene absorbent products which are engineered to absorb and retain menstrual blood or others emanating from vagina without causing any leakage. The feminine protection segment can be classified into three major categories – sanitary pads, tampons and Pantyliner.

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 (2018-2022). 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.

# Feminine Protection Market : Global Analysis

## Global Feminine Protection Market by Value



CAGRs	
2018-2022	xx%

The global feminine protection market value was US\$.... billion in 2017. The global feminine protection market is anticipated to rise up to US\$.... billion by 2022 as compared to US\$....billion in 2018, representing a CAGR of ....% over the years 2018 to 2022.

# Feminine Protection Market : Global Analysis

## Global Feminine Protection Market by Region ; 2017



Region	Share
	2017
The US	xx%
Western Europe	xx%
Eastern Europe	xx%
China	xx%
Latin America	xx%

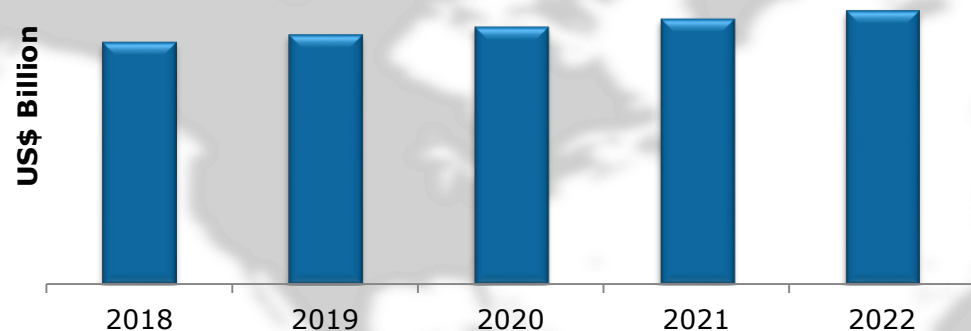
## Global Feminine Protection Market by Products; 2017



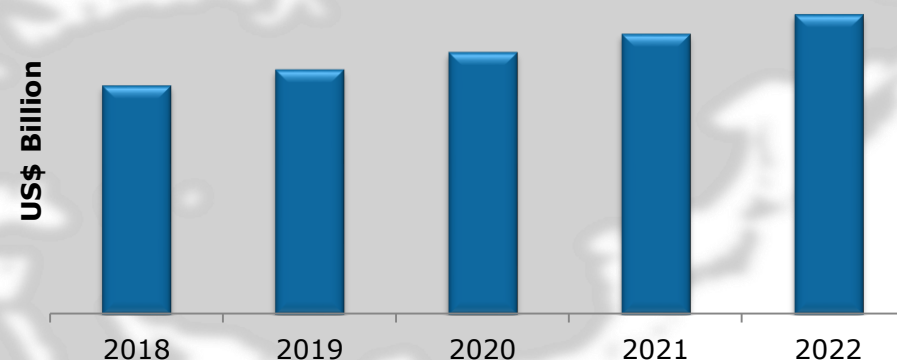
Segment	CAGRs
	2018-2022
Sanitary Pads	xx%
Tampons	xx%
Pantyliner	xx%

# Feminine Protection Market : Regional Analysis

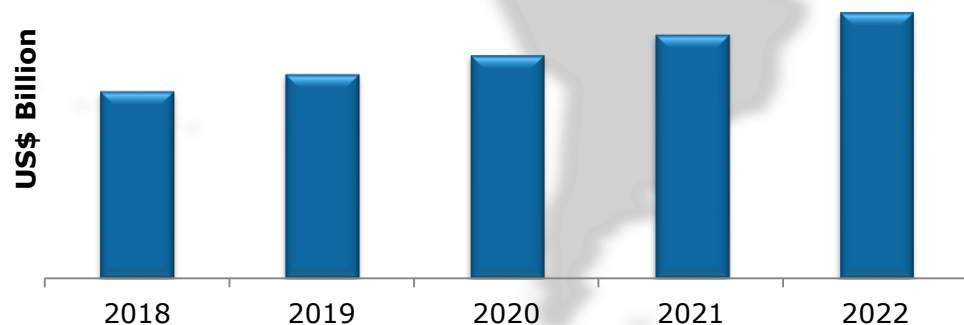
The US Feminine Protection Market by Value; 2018-2022



Eastern Europe Feminine Protection Market by Value; 2018-2022



China Feminine Protection Market by Value; 2018-2022

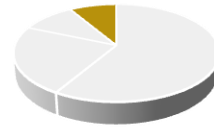


Region	CAGR
	2018-2022
The US	xx%
Western Europe	xx%
Eastern Europe	xx%
China	xx%
Latin America	xx%

# Global Feminine Protection Market: Competitive Landscape

## Players Profiled

- Procter & Gamble (P&G)
- Edgewell Personal Care Co.
- Unicharm Corporation
- Kimberly-Clark Corporation



Note: The graphs on this slide are only for sample representation.