

Feminine Hygiene and Sanitary Protection Products - China - December 2019

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“Savvy consumers are propelling market evolution with their attention to health and wellness and driving an expedited innovation cycle with their limited brand loyalty.”

– Anne Yin, Associate Research Analyst

This report looks at the following areas:

- Caring for her with professionalism, nature and nourishment
- Build zero-feel periods with segmented elegance
- Healing ingredients and mild formula demanded for feminine washes

The China feminine sanitary and hygiene market arrived at value sales of RMB43.0 billion in 2019 and is projected to grow at a value CAGR of 4.0% over the next five years, steadily growing towards RMB52.3 billion by 2024. The feminine sanitary products sector is approaching maturity, with growth supported by consumers trading up. Meanwhile, the feminine hygiene segment makes up a small share of the total market but has led growth in the past few years and is anticipated to continue its strong growth facilitated by consumers’ willingness to spend on health.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

- A stable market with total value sales of RMB43 billion in 2019
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