

Feminine Hygiene and Sanitary Protection Products - US - May 2013

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“The feminine hygiene and sanitary protection products market is up against several challenges, including private label brands and other new product innovations. Brands that continue to innovate and offer line extensions, as well as build a relationship with users, will be most successful.”

– Emily Krol, Health and Wellness analyst

In this report we answer the key questions:

- How can name brands effectively compete with store brands in this market?
- Do new innovations such as menstrual cups steal share from traditional pads and tampons?
- Are women using sanitary protection products for light bladder leakage, instead of products designed for this specific use?

Within the feminine hygiene and sanitary protection products category, product efficacy continues to remain important to women. Advances in technology help brand names, as well as private label brands, continue to innovate and offer women superior protection.

Sales of feminine hygiene and sanitary protection products have remained steady and are expected to continue growing. Sales increased 2.2% to \$4.9 billion in 2012, and are forecasted to climb another 13% by 2017. An aging population will push the market for incontinence products, while girls hitting puberty at younger ages will help to drive sales of sanitary protection products. Finally, an increasing trend toward hygiene in all areas of life will spur sales of feminine needs products.

Despite growth, the market is up against several challenges that will be discussed throughout the report, including:

- Limited brand loyalty
- Growth of private label brands
- Declining usage of sanitary protection products

This report will provide readers with an updated review of the market for feminine hygiene and sanitary protection products. The relationship between demographic shifts and product consumption will also be explored.

Shopping habits and product attributes sought are also revealed, to give readers a sense of how women shop for feminine hygiene and sanitary protection products. The report presents major brand advertising strategies, and makes recommendations to marketers in this category. New innovations in the feminine hygiene and sanitary protection market are also presented. Readers will gain a sense of how to best target products to various consumer segments. Finally, product and brand user profiles will help marketers to hone in on their specific target market.

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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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