

Feminine Hygiene and Sanitary Protection Products - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Overview of market performance across product segments
- Ongoing category innovation and future market opportunities
- Product usage of sanitary protection and feminine hygiene products
- Purchase influencers
- Consumers' approach to managing symptoms
- Attitudes and behaviors toward feminine care

Only 38% of women and transgender men feel comfortable speaking about menstruation with others, and fewer do so about feminine hygiene topics. Although increased focus on wellness is drawing more consumers to the category, there's still a lot of work to be done to remove stigmas around feminine care topics, strengthening engagement in the category.

Overall, the feminine hygiene and sanitary protection market is seeing sustained growth supported by price increases driving sales of essential sanitary protection products. While feminine hygiene growth remains positive, it has slowed amid increased competition from out-of-category entrants and consumers' budgetary constraints for nonessentials.

Nonetheless, opportunities exist to appeal to consumers by recognizing the nuanced needs of feminine care across lifestages and menstrual experiences, including unmet needs around menopause. Leveraging expert positioning, emphasizing self-care, and facilitating conversations through education and empowerment will move the category forward.



"Consumers are increasingly viewing their bodies as interconnected ecosystems, driving focus on less-recognized areas of health, including vaginal health. Overall, feminine care needs are essential to women's health, yet consumers' expectations are no longer purely functional."

– Ashley de Hechavarria,
Health and Wellness Analyst

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