

# Feminine Hygiene and Sanitary Protection Products - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Growth of feminine care products has been minimal in recent years, as the market is up against several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the category.

– Emily Krol, Health and Wellness Analyst

## This report looks at the following areas:

- How are delivery services changing how people shop the category?
- How do women use sanitary protection for bladder leakage?
- Why is the tampons segment struggling?

This report will include all internal and external products for sanitary protection and feminine hygiene needs, including the following:

### Sanitary protection products:

- Sanitary pads, including napkins and liners/shields (Note: throughout this report, the terms sanitary napkin and pad will be used interchangeably)
- Tampons, including plastic applicator, cardboard applicator, non-applicator tampons, as well as menstrual cups
- Adult incontinence products, (also referred to as bladder leakage or LBL products) including pads and briefs
- Feminine hygiene products, including douches, wipes, vaginal treatments, and other feminine hygiene products (such as deodorants or vaginal anti-itch products)

The entire category is referred to throughout the report as “feminine care.”

### Products that are excluded include:

- Personal lubricants
- Contraceptive products
- Prescription products (i.e., for yeast infections)

OTC (Over the counter) and prescription medications, vitamins, supplements, or premenstrual syndrome (PMS) and menopause products.

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## DID YOU KNOW?

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