

Period Panties Market to Reach USD 420.77 Million by 2032, Driven by Sustainability & Comfort Trends

With a CAGR of 16.81%, demand for period panties is rising due to growing menstrual hygiene awareness and eco-friendly innovations.

AUSTIN, TX, UNITED STATES, February 7, 2025 /EINPresswire.com/ -- According to Research by SNS Insider, The [Period Panties market](#) was valued at USD 111.40 million in 2023 and is expected to reach USD 420.77 million by the year 2032, at a CAGR of 16.81% during the forecast period 2024-2032.



Factors such as the rising popularity of eco-friendly menstrual options, increasing government initiatives for awareness of menstrual benefits, and fabric technology innovations to improve comfort and absorbency efficiency will expand the market. In addition to the growing understanding that there are alternatives to disposable sanitary products, the demand for period panties is also forced by environmental sustainability.

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Key Players in Period Panties Market

- The Period Company
- Ruby Love (PANTYPROP INC)
- Knix Wear Inc.
- Rael
- Victoria's Secret
- Proof
- FANNYPANTS
- Neione
- Thinx Inc. (Kimberly-Clark)

- Saalt LLC and other players.

Based on Type, the reusable segment held a significant revenue share in 2023.

Period panties are made of fabric that is designed to absorb menstrual flow and many women are opting for greener, more sustainable menstrual products like reusable period panties because they save money long-term, better for the environment, and are less prone to leakage than other typical period-related supplies. With sustainability making headlines, more companies are developing innovations with materials that also provide durability and comfort.

By Style, Briefs Held the Largest Market Share

In 2023, the brief segment led the market, accounting for approximately 30% of total revenue. Brief-style period panties are preferred due to their high waistline, full coverage, and reliable leak protection. Their popularity is growing among consumers who prioritize comfort and security, especially for overnight use and heavy flow days.

By Material, Synthetic Materials Gaining Traction

In 2023, the synthetic materials segment accounted for the largest market share due to fabrics like polyester and nylon which are widely used for their moisture-wicking and fast-drying properties. They also add to stability and comfort and are long-lasting. On the other hand, natural period panties are also gaining popularity, catering to consumers seeking more natural and breathable options.

By Distribution Channel, the Offline Channels Maintain Dominance

In 2023, offline distribution channels such as supermarkets, pharmacies, and specialty stores held more than 65.6% of global revenue, with the rise of e-commerce platforms continuing to dominate due to consumer preference for physically assessing products before purchase. On the other hand, online retail sales should see significant increases as brands focus their marketing efforts digitally and utilize direct-to-consumer models.

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Period Panties Market Segmentation

By Type

- Reusable
- Disposable

By Style

- Brief
- Bikini
- Boyshort

- Hi-Waist
- Others

By Distribution Channel

- Offline
- Online

By Material

- Natural
- Synthetic

The period panties market in North America accounted for about 40% of the total revenue in 2023.

This growth is being fuelled by high levels of awareness among consumers, robust healthcare infrastructure, and government initiatives focused on increasing access to menstrual hygiene products. Many organizations across the U.S. and Canada have seen a rise as of late to boost menstrual equity movements to create policies that provide free period products in public schools and free period products in the workplace.

Asia Pacific is projected to grow at the fastest CAGR from 2024 to 2032, owing to rapid urbanization, demand for and availability of disposable income, and rising awareness regarding menstrual health. China, India, Japan, and other developing nations have always been in high demand for sustainable menstrual products, while governments around the world undertake awareness campaigns to improve menstrual hygiene. In addition, increased e-commerce and local manufacturing capabilities further accelerate market growth in the region.

Recent Development

- In 2024, leading menstrual hygiene brand Thinx introduced a new range of ultra-thin, high-absorbency period panties designed for maximum comfort.

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Jagney Dave

SNS Insider Pvt. Ltd

+1 315 636 4242

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