

Market Survey on Feminine Hygiene Products for Sanitary Napkin

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Abstract - Sanitary napkins are to retain menstrual fluids and absorb from the body. The properties are comfortable to wear, no unaesthetic appearance, no leakage, no odor. A survey was conducted and the data were collected through the questionnaires using perception of sanitary napkins. The market is segmented on the basis of the supermarkets, hypermarkets, distribution channel, holding the majority of the total market share. Over all 50 members were taken for survey and targets to know the usage of sanitary napkins and it is concluded that selection of sanitary napkin is very much a personal decision based on user preferences and acceptability.

Keywords: Cotton, Comfort, Menstruation, Price and Sanitary Napkins.

I. INTRODUCTION

In India only 18% of them use sanitary napkins. The rest of them, living in rural and semi rural women use unhygienic products like plastics, newspapers, cotton clothes, wood shavings rags, leaves sand and even ashes during menstruation. Most women living in urban areas are aware about menstrual hygiene, can easily avail sanitary napkins from grocery stores, chemists and pharmacies (1). Women use unsterilized cloths since they are cheaper and luxury item as compared to the branded sanitary napkins (2).

An average woman uses approximately 15,000 pads during their lifetime (3). Based on distribution channel, the feminine hygiene products market is mainly segmented into supermarkets, hypermarkets, pharmacies, drug stores, and online e-commerce websites (4). Consumer chooses sanitary napkin based on brands, sizes, absorbency, age, fragrance etc. (5). The selection of sanitary product is very much a personal decision on user preferences and cultural acceptability (6). Marketing to be highly influential in the buying choices of menstrual product users (7). The objectives of the study are Sanitary napkin assessment available in market and Comparison of the development of Sanitary napkin often used as absorbency, comfort, price, brand etc.

II. METHOD OF STUDY

A total of twelve questions were taken for this survey. A survey was conducted and the data were collected by the predesigned questionnaires using the perception of sanitary napkins, Sanitary napkin assessment available in market. The market is segmented on the basis of the distribution channel. Where in supermarkets and hypermarkets represent the largest segment, holding the majority of the total market share. Over all 50 shop members were taken for survey and targets to know the usage of sanitary napkins.

Survey for Sanitary Napkin (Market Survey)

1. Which brand of sanitary napkin used most often?
a) Whisper b) Stayfree c) Carefree d) herbal coated SN
2. What size of sanitary napkin used generally?
a) Small b) Medium c) Large d) Extra Large
3. What are the Key industry trends of the global sanitary Napkin Market?
a) Napkin with wings b) Fragrances c) Thinner d) New variants
4. Awareness about 100 percent Eco –friendly biodegradable products
a) saathi b) carmesi c) Heyday d) Purganic
5. Whether people prefer wholesale or retail made to buy the sanitary napkin?
a) Wholesale b) Retail c) Depends d) hypermarkets
6. Do people prefer sanitary napkin either with wings or without wings?
a) Without wings b) Wings c) both d) Depends
7. Do people prefer it based on the quantum of absorbency?
a) Light b) Medium c) Heavy d) Moderate
8. Do women prefer it based on the -----
a) Price b) Comfort c) Both

9. If really women addicted to the fragrance of sanitary napkin?

- a) Yes b) No c) Maybe d) Sometimes

10. Do people prefer quantity of the sanitary napkin over the price?

- a) Quantity b) Price c) Quantity and price d) Brand

11. In which mode people prefer to buy the sanitary napkin?

- a) Super market b) Pharmacies c) Online d) Local store

12. What sort of sanitary napkins are widely available?

- a) Sanitary pad b) Cloth Pad c) Tampon d) Menstrual cup

III. RESULT AND DISCUSSION

Table 1: Market Survey Results

S.NO	Questions	Result
1.	Which brand of sanitary napkin used most often	a) Whisper -- 27 b) Stayfree --11 c) Carefree --9 d) herbal coated SN—3
2.	What size of sanitary napkin used generally	a) Small --7 b) Medium --19 c) Large --11 d) Extra Large—13
3.	What are the Key industry trends of the global sanitary Napkin Market	a) Napkin with wings -- 12 b) Fragrances --14 c) Thinner --16 d) New variants –8
4.	Awareness about 100 percent Eco –friendly biodegerable products	a) saathi—9 b) carmesi—11 c) Heyday --15 d) Purganic –15
5.	Whether people prefer wholesale or retail made to buy the sanitary napkin?	a) Wholesale --10 b) Retail --8 c) Depends -- 22 d) hypermarkets –10
6.	Do people prefer sanitary napkin either with wings or without wings?	a) Without wings --27 b) Wings --7 c) both --7 d) Depends –9
7.	Do people prefer it based on the quantum of absorbency?	a) Light --31 b) Medium -- 6 c) Heavy --6 d) Moderate –7
8.	Do women prefer it based on the price, comfort or both?	a) Price --10 b) Comfort --33 c) Both –7
9.	If really women addicted to the fragrance of sanitary napkin?	a) Yes -- 31 b) No -- 19 c) Maybe --nil d) Sometimes—nil
10.	Do people prefer quantity of the sanitary napkin over the price?	a) Quantity --17 b) Price --13 c) Quantity and price --10 d) Brand –10
11.	In which mode people prefer to buy the sanitary napkin?	a) Super market --31 b) Pharmacies -- 9 c) Online --1 d) Local store –9

12. What sort of sanitary napkins are widely available?

- a) Sanitary pad --26
- b) Cloth Pad --10
- c) Tampon --4
- d) Menstrual cup --10

IV. MARKET SURVEY RESULTS (Table1)

The above study and Table-1 reveals the fact that users are opting for different variants of sanitary napkins as per their choice and availability. Further it is ascertained that many a factors are involved in selection of the sanitary pads.

On analysis of the above study it is evident that medium sized thinner sanitary pads been used by most of the users. And the brand Whisper had been opted by many which may be due to extensive marketing technique.

The users prefer the commercially available sanitary napkins over the traditional and orthodox types of pads which is been purchased quantitative and prefer to purchase in super markets than other modes of purchase.

The knowledge of the biodegradable napkins and its usage is very poor among the users which may be attributed to their social aversion and poor knowledge on the biological nature of menstruation and keeping it as a matter of secrecy.

V. CONCLUSION

A total of twelve questions were taken for this survey. A survey was conducted and the data were collected. Over all 50 members were taken for survey and targets to know the usage of sanitary napkins and it is concluded that selection of

sanitary napkin is very much a personal decision based on user preferences and acceptability.

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