

# Entrepreneur India

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Investment Opportunities in India: Sanitary Napkin Project (Reasons for Investment, Core Project Financials, Potential Buyers, Market Size & Analysis)



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The research report titled Investment Opportunities In India: Sanitary Napkin Project (Reasons for Investment, Core Project Financials, Potential Buyers, Market Size & Analysis) released by Niir Project Consultancy Services aims at providing all the critical data required by any entrepreneur vying to venture into sanitary napkin segment in India.

While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- Good Present/Future Demand
- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

We at NPCCS, through our reliable expertise in the project consultancy and market research field, have identified a project that satisfies all the above mentioned requirements and has high growth potential in the Indian markets. The identified project is 'Sanitary Napkins' and through this report we aim to help you make sound and informed business decision.

The report contains all the data which will help him find answers to questions like:

- Why I should invest in sanitary napkin project?
- Who are the customers of the product?
- What will drive the growth of the product?
- What are the costs involved?
- What will be the market potential?

The report begins by providing a detailed overview of the product (Sanitary napkins) along with its classification and characteristics to help enhance the knowledge of the entrepreneur about the product. The report then identifies the target customer of sanitary napkins in India and provides forecasts of key consumer data. It further helps in making sound investment decision by listing and then elaborating on factors that will contribute to the growth of sanitary napkin consumption in India. It also includes graphical representation and forecasts of key data discussed in the above mentioned segment. Additionally, report talks about the foreign trade of sanitary napkins in India along with the list of top importing and top exporting countries. The report highlights the growth potential of the sector by presenting past market size data coupled with forecasts of the same till 2017. Details of key players in the segment along with recent developments in the sector are listed in the report which form an important part of the business decision. The report then turns the limelight to areas like current legislation in the sector and taxation which are of prime importance to any business venture. The industry is blessed with high government support and recent reduction in the taxes. In the next segment, the report provides project financials of a model project with specified plant capacity. It enumerates project information like raw materials required for manufacturing sanitary napkins, manufacturing process, list of machinery and basic project financials. Project financials like plant capacity, costs involved in setting up of project, working capital requirements, projected revenue and profit are listed in the report.

Sanitary napkin industry has huge business potential in India mainly on account of appallingly low penetration levels and high government support to the sector.

Reasons for buying the report:

- This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, demand of the product and reasons for investing in the product
- This report provides vital information on the product like its definition, characteristics and segmentation

- This report helps you market and place the product correctly by identifying the target customer group of the product
- This report helps you understand the viability of the project by disclosing details like raw materials required, manufacturing process, project costs and snapshot of other project financials
- The report provides a glimpse of important government policies, legislation and taxes applicable on the product
- The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions

#### Our Approach:

- Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

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**Sample Chapter:**

# 1. OVERVIEW

Sanitary Napkin comes under Nonwoven fabrics segment which as a whole come under technical textile sector. Sanitary napkins constitute a major chunk of the technical textile usage in Meditex segment. Sanitary napkins have come a long way since their first forms as bandages. The invention of cellucotton in World War I led to the invention of sanitary napkins. Kotex, manufactured by Kimberly-Clark, was the first incarnation of sanitary napkins after the war.

The 1<sup>st</sup> sanitary napkins were in the form of a cotton wool or similar stringy rectangular structure, sheathed with an absorbent liner. The design of the sanitary napkins has also changed through the 1980's to today.

Disposable sanitary napkins started to be available in the markets only around the year 1895.

Sanitary napkin market has huge potential in a country like India where feminine hygiene levels are reckoned to be appallingly low. A sanitary napkin is a product with a stable demand among its consumer group and hence translates to an immense potential with rising women population in the nation.

## 1.1 Product Definition

A sanitary napkin, sanitary towel, sanitary pad, menstrual pad, maxi pad, or pad is an absorbent item worn by a woman while she is menstruating, while she is recovering from vaginal surgery, for lochia (post birth bleeding), after an abortion, or in any other situation where it is necessary to absorb a flow of blood from her private parts.

There are various forms of sanitary napkins available in the market today like sanitary pads, tampons and panty liners.

The chart below will help you understand the segments of sanitary napkins.

Figure 1 Classification of Sanitary Napkins

## 1.2 Product Classification

### ***Panty Liner***

Designed to absorb daily vaginal discharge, light menstrual flow, "spotting", slight urinary incontinence, or as a backup for tampon use.

### ***Tampon***

A tampon is a cylindrical mass of absorbent material, primarily used as a feminine hygiene product.

Tampons are designed to be easily inserted into the vagina during menstruation and absorb the user's menstrual flow.

### ***Pad***

A sanitary pad or menstrual pad is an absorbent item worn inside the underwear but outside the genitalia.

Today sanitary pads come in various sizes according to the blood flow intensity on different days.

- **Ultra-thin** – A very compact (thin) sanitary pad, which may be as absorbent as a Regular or Maxi/Super pad but with less bulk.
- **Regular** – A middle range absorbency sanitary pad.
- **Maxi / Super** – A larger absorbency pad, useful for the start of the menstrual cycle when menstruation is often heaviest.

## 1.3 Product Characteristics

- Sanitary napkins are made from a number of types of fabric — most often cotton flannel, or hemp (which is highly absorbent and not as bulky as cotton).
- They have high degree of softness and loosely fitted fibers.
- They are highly absorbent.

- They are made of clean fibres that do not have an unpleasant odour when wet or dry.
- They should have sufficient wet strength treated with wetting agents or wet strength imparting resins such as urea formaldehyde or Melamine resins.

NIIR Project Consultancy Services (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. Its various services are: Pre-feasibility study, New Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Preparation of Project Profiles and Pre-Investment and Pre-Feasibility Studies, Market Surveys and Studies, Preparation of Techno-Economic Feasibility Reports, Identification and Selection of Plant and Machinery, Manufacturing Process and or Equipment required, General Guidance, Technical and Commercial Counseling for setting up new industrial projects and industry. NPCS also publishes various technology books, directory, databases, detailed project reports, market survey reports on various industries and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by Indian and overseas professionals including project engineers, information services bureau, consultants and consultancy firms as one of the input in their research.

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