

Starting a Sanitary Pad/Napkin Manufacturing Business.



**Production of Sanitary
Napkin/Pad Industry.
Disposable Sanitary Pad
for Girls and Women.**

Introduction

A disposable absorbent pad used (as during menstruation) to absorb the uterine flow. Sanitary Napkin comes under Nonwoven fabrics which as a whole come under technical textile. Technical textiles are defined as textile materials and products used primarily for their technical performance and functional properties rather than their aesthetic or decorative characteristics. Women in rural areas use re-usable cloth as sanitary pads and while that is eco-friendly, it is not so hygienic. While plastic-based menstrual hygiene products are available in abundance, it is advisable to switch to a natural, safer product that does not have any harmful chemicals or synthetic fibers.



An absorbent item worn by women, primarily to absorb menstrual blood, sanitary napkin is a widely used product. It is impermeable to liquids and consists of layers of quilted cotton fabrics and alternative layers of super absorbent polymers and plastics. In addition, fragrance and antibacterial agents are also included. Feminine hygiene (lady napkins) are hygiene absorbent products engineered to absorb and retain body fluid without causing any leakage. The user should always feel dry and comfortable. It consists of an absorbent pad sandwiched between two sheets of nonwoven fabric. There are a number of factors owing to which sanitary napkins have emerged as one of the most popular option for menstrual management. As a result of economic development and encouraging market conditions, the majority of women worldwide are now able to afford sanitary napkins. Although this scenario varies in developed and developing regions. Diversification and innovations in the product design have facilitated the sanitary napkin market the developed regions.

India sanitary napkin market has significant profit potential. The demand for such products is stable purchases are recurring and not subject to normal business cycles. Historically the price of feminine hygiene products have been relatively expensive, but that is changing as small and large businesses enter the market and make an accessible lower-priced offering to a wider consumer base. In India the technology for sanitary napkins available by processing of raw cotton spinning and weaving to napkins. The processed cotton is purchased which is spinned and woven.



Market Outlook

The market displays an upward trend exhibiting some positive remarks about the variables in the market. Revenue growth is projected to be comparatively high in this period resulting into a higher production and consumption. The key players in the market have adopted strategic alliances for merger & acquisitions. Geographical segmentation for sanitary napkin market comprises North America, South America, Europe, Asia-Pacific, Middle East and Africa. Asia-Pacific sanitary napkin market is likely to receive an overwhelming response due to rise in cancer cases owing to female hygiene. MEA market also gains a higher traction due to the rise in awareness about female mortality and effective use of sanitary pads. On the contrary, North American and European markets are expected to gain a significant rise in the global market due to the presence of manufacturing sector and innovative approach adopted by producers for

Sanitary napkin market is driven by factors such as rise in awareness and innovations in product design, NGO activities for parental awareness pertaining to hygiene in menstrual periods and the effective use of sanitized napkins. In addition, increase in the demand for sanitized products in the developing regions trigger the market growth. Rise in mortality rate due to ovarian cancers also calls for sanitary napkins. However, low awareness, traditions and false beliefs pertaining to the use of sanitary pads are likely to disturb the market growth.

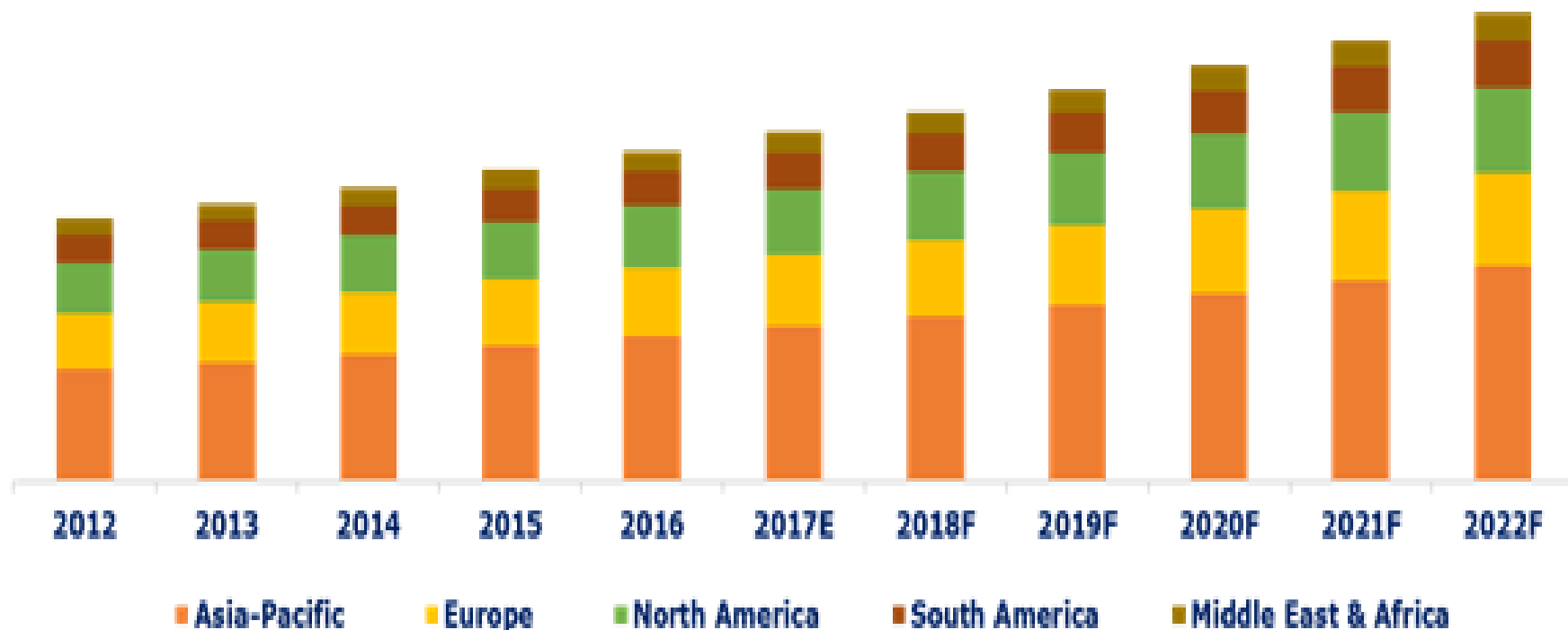
The Indian sanitary napkin market on the basis of type into disposable menstrual pads, cloth menstrual pads and biodegradable menstrual pads. Currently, disposable menstrual pads represent the largest product type, accounting for the majority of the total share. The market is also segmented on a regional basis, covering Maharashtra, Delhi NCR, Tamil Nadu, Karnataka, Gujarat and Others. Amongst these, Maharashtra is the leading market.

Increasing hygiene and health concern among women and the rising popularity of sanitary napkin across the globe are major factors anticipated to fuel growth of the global sanitary napkin market. Growing demand for a sanitary napkin in developed and developing countries and rising awareness about several health benefits associated with it such as easy to carry, safe, comfortable, hold more menstrual fluid, cost-effective, and others. These are other factors projected to support growth of the target market.

Global sanitary pads market stood at \$ 18,426 million in 2016, and is projected to reach \$ 26,215.23 million by 2022, exhibiting a CAGR of 6.07%, in value terms, on account of growing awareness among female towards hygiene, increasing disposable income and aggressive promotional activities. Moreover huge demand for reusable pads which are affordable and cost efficient is expected to positively influence global sanitary pads market in the coming years.

Global Sanitary Pads Market Size, By Regions, By Value, 2012-2022F

Global Sanitary Pads Market Size, By Region, By Value, 2012-2022F



On the basis of type the global sanitary napkin market is segmented into menstrual pad and panty liner. Among these, menstrual represents the most popular product type. The market has further been analyzed on a regional basis, covering Asia-Pacific, Europe, North America, Latin America, and Middle East and Africa. Currently, Asia-Pacific represents the largest market, followed by Europe.



Key Players

Kimberly Clark Corporation, Hengan International Group Company Ltd, Johnson & Johnson Services, Inc, Unicharm Corporation, Kao Corporation, Svenska Cellulosa Aktiebolaget, Edgewell Personal Care Company, Ontex International N.V, Toruńskie Zakłady Materiałów Opatrunkowych S.A, Naty AB, Seventh Generation Inc, Drylock Technologies, Corman S.p.A, Hygienika Dystrybucja S.A, Napco Consumer Products Company Ltd, Bodywise (UK) Ltd, First Quality Enterprises Inc, Premier FMCG (Pty) Limited, Millie and More Pty Ltd, Kimberly-Clark Corporation, The Procter & Gamble, Edgewell Personal Care Company, Unicharm Corporation, Hengan International Group Co Ltd, Kao Corporation, Seventh Generation Inc, First Quality Enterprises Inc, Corman SpA, Ontex Group NV. • Carewell Hygiene Products Ltd. Centron , Industrial Alliance Ltd. Diapers India Ltd. Godrej Hygiene Products Ltd. Gufic Biosciences Ltd. Johnson & Johnson Pvt. Ltd. Kimberly Clark Lever Pvt. Ltd

Machinery Photographs



**Full Frequency Sanitary
Napkin Machine**



Cutter



**Pouching and Sealing
Machine**



Glue machines

Project at a Glance

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site							
Development Exp.	0.00	0.00	0.00	Capital	0.00	69.81	69.81
Buildings	0.00	0.00	0.00	Share Premium	0.00	0.00	0.00
				Other Type Share			
Plant & Machineries	0.00	167.49	167.49	Capital	0.00	0.00	0.00
Motor Vehicles	0.00	8.00	8.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation							
Equipments	0.00	23.25	23.25	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow				Internal Cash			
Fees & Exp.	0.00	12.00	12.00	Accruals	0.00	0.00	0.00
Franchise & Other				Long/Medium Term			
Deposits	0.00	0.00	0.00	Borrowings	0.00	209.43	209.43
Preliminary& Pre-							
operative Exp	0.00	2.00	2.00	Debentures / Bonds	0.00	0.00	0.00
Provision for				Unsecured			
Contingencies	0.00	15.75	15.75	Loans/Deposits	0.00	0.00	0.00
Margin Money -							
Working Capital	0.00	50.75	50.75				
TOTAL	0.00	279.24	279.24	TOTAL	0.00	279.24	279.24

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS	Per Share		Per Share	Per Share				No.of Times	
	`	`	`	`	`	%	`	%	`		%
1-2	5.22	9.89	15.22	24.00	0.00	100.00	5.22	0.00	5.22	1.00	0.00
2-3	8.11	12.12	23.33	18.00	0.00	100.00	8.11	0.00	8.11	1.00	0.00
3-4	10.97	14.41	34.30	12.00	0.00	100.00	10.97	0.00	10.97	1.00	0.00
4-5	13.73	16.70	48.03	6.00	0.00	100.00	13.73	0.00	13.73	1.00	0.00
5-6	16.37	18.93	64.40	0.00	0.00	100.00	16.37	0.00	16.37	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as- Equity	Total Net Worth	Retur n on Net Worth	Profitability Ratio					Assets Turnov er Ratio	Curre nt Ratio
	Individ ual	Cumula tive	Overa ll					GPM	PBT	PAT	Net Contri butio n	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%		%		
Initi al				3.00	3.00									
1- 2	1.42	1.42		1.58	1.58	2.73		21.43 %	8.57%	6.72%	373.2 4	68.89 %	1.41	1.22
2-3	1.71	1.56		0.77	0.77	1.64		24.23 %	13.10%	8.96%	330.6 5	52.31 %	1.50	1.43
3-4	2.07	1.71	2.07	0.35	0.35	1.03		26.10 %	16.26%	10.60 %	375.3 9	51.96 %	1.52	1.68
4-5	2.49	1.88		0.12	0.12	0.67		27.34 %	18.46%	11.79 %	420.1 2	51.69 %	1.47	1.95
5-6	3.00	2.07		0.00	0.00	0.45		28.14 %	20.00%	12.65 %	464.8 6	51.48 %	1.40	2.71

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	53.56%
Total BEP (% of Installed Capacity)	57.40%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	29.70%
Payback Period of the Project is (In Years)	2 Years 3 Months
Fixed Assets Coverage Ratio (No. of times)	8.394

Major Queries/Questions Answered in the Report?

- 1. What is Sanitary Napkins Manufacturing industry ?**
- 2. How has the Sanitary Napkins Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Sanitary Napkins Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up Sanitary Napkins Manufacturing plant ?**

- 5. What is the structure of the Sanitary Napkins Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Sanitary Napkins Manufacturing Business?**
- 7. What are the operating costs for setting up Sanitary Napkins Manufacturing plant ?**
- 8. What are the machinery and equipment requirements for setting up Sanitary Napkins Manufacturing plant ?**

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Sanitary Napkins Manufacturing plant ?**
- 10. What are the requirements of raw material for setting up Sanitary Napkins Manufacturing plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up Sanitary Napkins Manufacturing Business?**
- 12. What is the Manufacturing Process of Sanitary Napkins ?**

- 13. What is the total size of land required for setting up Sanitary Napkins Manufacturing plant ?**
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Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's 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 machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **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**

Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Sanitary Napkins .” provides an insight into Sanitary Napkins market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Sanitary Napkins project. The report assesses the market sizing and growth of the Indian Sanitary Napkins Industry. 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 NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Sanitary Napkins sector in India along with its business prospects. Through this report we have identified Sanitary Napkins project as a lucrative investment avenue.

Tags

#Sanitary_Napkin_Manufacturing_Project,
#Sanitary_Napkins_Manufacturers_&_Suppliers_in_India,
#Sanitary_Napkin_Manufacturing_Business_Plan,
#Sanitary_Napkin_Manufacturing_Business,
#Sanitary_Napkins_Manufacturing_Plant, #Project_Profile_Sanitary_Napkins,
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Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. 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.



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The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,



Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](http://www.entrepreneurindia.co)



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- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*

We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

Our Approach

Requirement collection



Thorough analysis of the project



Economic feasibility study of the Project



Market potential survey/research



Report Compilation

Contact us

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Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

<https://goo.gl/VstWkd>



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THANK YOU

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