

Feminine Hygiene Products Face Supply Chain Shortage and Price Increases

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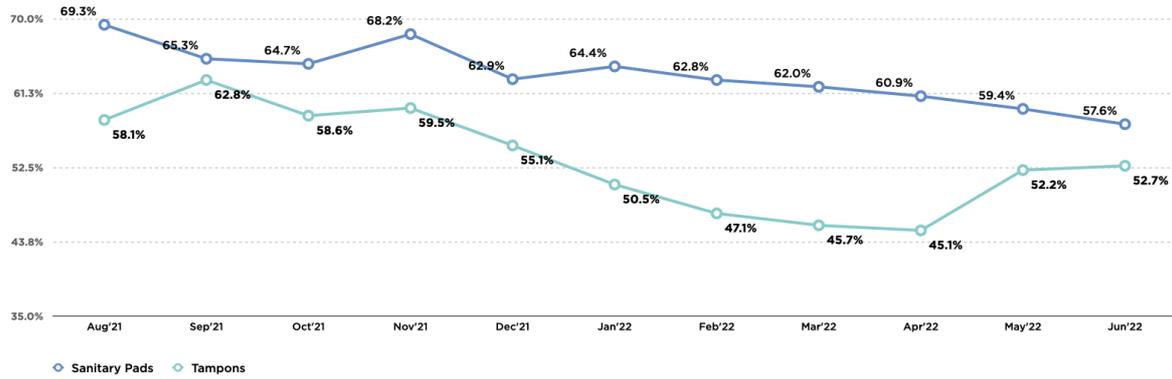
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Last week the **DataWeave** analytics team identified the states most impacted by the **baby formula shortage**, only to see feminine hygiene products following similar trends with price increases occurring alongside a supply chain shortage. In this analysis, the team has identified over four hundred feminine hygiene products made available across eighteen retailer and delivery intermediary websites from August 2021 through June 2022, to see how **product availability** and price changes correlated.

Within the feminine care products analyzed, both tampons and sanitary pads show to have under 58% availability as of June 2022. For sanitary pads, June 2022 shows the lowest level of product availability at around 58%, which has steadily declined each month from August 2021 where product availability started around 69%. Tampons however, reached their lowest level of availability in April 2022 at 45%, and appear to be slowly recovering each month, now reaching around 53% availability in June 2022.



Product Availability for Feminine Care Products From August 2021 to June 2022



Source: DataWeave Product Availability - Average availability for sanitary pads and tampons across 330+ tampon and 110+ sanitary pad SKUs available on 18 retailer and delivery intermediary websites - Walmart, Target, CVS, Giant Eagle, Kroger, Meijer, Baker's Plus, Amazon, DoorDash, Getir, GoPuff, Gorillas, HyVee, Jokr, NewEgg, Overstock, SpartanNash, and Walgreens from August 2021 to June 2022.

Product Availability for Feminine Care Products - June 2022

The Evolution of the Tampon Shortage by Retailer

Looking at tampons in more detail and at a retail level, we can see how much and how often product availability fluctuated from August 2021 through June 2022 across Kroger, Meijer, Baker's Plus, Target and Walmart websites. Baker's Plus, for example, shows the lowest product availability, maintaining an average of around 39% from October 2021 through June 2022. Kroger