

Sanitary Protection in Argentina

Market Direction | 2023-03-08 | 22 pages | Euromonitor

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Report description:

Pantyliners and tampons were the fastest developing categories within sanitary protection in Argentina in retail volume growth terms in 2022. Moreover, both showed improved results in this respect as compared to 2021. Given that these product types are mainly purchased for use outside the home, especially while on-the-go, demand picked up as the further easing of the pandemic and the ending of most mitigation measures encouraged more consumers to resume their normal routines. In particular, as p...

Euromonitor International's Sanitary Protection in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Pantyliners, Sanitary Protection Including Intimate Wipes, Tampons, Towels.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sanitary Protection market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
March 2023

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Towels continue to claim largest share of total value sales

Johnson & Johnson maintains overall lead in a fiercely competitive environment

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