

Sanitary Protection in Belgium

Market Direction | 2023-03-09 | 21 pages | Euromonitor

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Report description:

Sanitary protection continued to decrease in Belgium in 2022, with declining volume sales being the result of the ageing population. The number of women going through menopause increases every year, and these consumers eventually move from sanitary protection to adult incontinence protection. Alternative contraceptive methods that suppress the menstrual cycle are also becoming more popular in Belgium. Therefore, the need for sanitary protection is decreasing, especially for tampons and towels. H...

Euromonitor International's Sanitary Protection in Belgium 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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