

## **Sanitary Protection in Colombia**

Market Direction | 2023-03-08 | 21 pages | Euromonitor

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### **Report description:**

Pantyliners saw a deceleration in volume sales growth during 2022. Amid an inflationary scenario, women were much more mindful of their spending and prioritised basic necessities, such as towels, a category which saw healthy growth in both retail volume and value terms. What is more, despite advertising by leading brand Nosotras, gynaecologists do not recommend daily use of pantyliners as they can cause infections. As such, towels was the best performing category in 2022. Tampons, as a category,...

Euromonitor International's Sanitary Protection in Colombia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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