

## **Sanitary Protection in Hong Kong, China**

Market Direction | 2023-03-10 | 21 pages | Euromonitor

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### **Report description:**

Retail value sales of sanitary protection recorded higher growth than volume sales in 2022, primarily driven by rising unit prices across much of the category. Nevertheless, sanitary protection has reached maturity in Hong Kong, allowing it to sustain a steady level of demand over the review period. Towels remained the most popular type of sanitary protection, as local consumers generally consider towels the most practical and comfortable option. Tampons, on the other hand, remained a niche with...

Euromonitor International's Sanitary Protection in Hong Kong, China 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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Euromonitor International  
March 2023

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Slim/thin/ultra-thin towels with wings dominates demand

Little movement within competitive landscape led by Kimberly-Clark and Procter & Gamble

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