

Sanitary Protection in Indonesia

Market Direction | 2023-03-07 | 21 pages | Euromonitor

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Report description:

Sanitary protection enjoyed an improved performance in both volume and current value terms in 2022, thanks to the continued recovery of domestic economy. The latter was also attributable due to inflationary pressures, with the annual rate of inflation hitting a seven-year high during the year. However, the category also recorded solid volume growth, owing to the low per-capita consumption of sanitary protection in the country. Such products are still not regarded as necessities by most consumers...

Euromonitor International's Sanitary Protection in Indonesia 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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Leading players focus on value-added products, with focus on odour control, coolness and eco-friendly options

Slim, thin and ultra-thin towels see greatest uplift in demand, with pants format gaining traction

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, supported by rising penetration in rural areas and a growing sophistication of demand in urban centres

Slim, thin and ultra-thin towels with wings will lead growth, with a focus on value-added benefits

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