

Sanitary Protection in Ireland

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sanitary protection in Ireland showed a solid performance in 2022, with growth in total volume sales improving marginally from 2021 and most categories registering positive results in this respect. Together with the necessity status of these products, the continued expansion of the female population aged 12-54 ensured overall demand remained stable. Volume sales of product types that are mainly used outside the home - ie tampons, pantyliners and slim/thin/ultra-thin towels with wings - were furt...

Euromonitor International's Sanitary Protection in Ireland 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Sanitary Protection in Ireland

Euromonitor International

March 2023

List Of Contents And Tables

SANITARY PROTECTION IN IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Necessity status and favourable demographics ensure demand remains stable

Consumers continue to show growing preference for more eco-friendly products

Rapidly rising inflation strengthens appeal of private label lines

PROSPECTS AND OPPORTUNITIES

Expansion of female population aged 12-54 will continue to drive demand

Slim/thin/ultra-thin towels with wings set to grow fastest in volume terms

Further gains expected for private label

CATEGORY DATA

Table 1 Retail Sales of Sanitary Protection by Category: Value 2017-2022

Table 2 Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022

Table 3 Retail Sales of Tampons by Application Format: % Value 2017-2022

Table 4 NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 5 LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

Table 6 Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027

Table 7 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

TISSUE AND HYGIENE IN IRELAND

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 8 Birth Rates 2017-2022

Table 9 Infant Population 2017-2022

Table 10 Female Population by Age 2017-2022

Table 11 Total Population by Age 2017-2022

Table 12 Households 2017-2022

Table 13 Forecast Infant Population 2022-2027

Table 14 Forecast Female Population by Age 2022-2027

Table 15 Forecast Total Population by Age 2022-2027

Table 16 Forecast Households 2022-2027

MARKET DATA

Table 17 Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 18 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 20 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

Table 22 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 23 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 25 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Sanitary Protection in Ireland

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €825.00 |
| | Multiple User License (1 Site) | €1650.00 |
| | Multiple User License (Global) | €2475.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | |
|---------------|-------------------------------|------------|
| Email* | Phone* | |
| First Name* | Last Name* | |
| Job title* | | |
| Company Name* | EU Vat / Tax ID / NIP number* | |
| Address* | City* | |
| Zip Code* | Country* | |
| | Date | 2026-02-06 |
| | Signature | |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com