

Sanitary Protection in North Macedonia

Market Direction | 2023-03-10 | 19 pages | Euromonitor

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Report description:

The war in Ukraine had a negative impact, with the resultant energy crisis leading to high inflation and dampening volume sales somewhat. As a result, while overall sanitary protection saw a double-digit increase in current value sales in 2022, constant value sales fell. All the same, there a slight increase in volume sales, despite a declining population. This was due to larger numbers of women being able to access sanitary protection.

Euromonitor International's Sanitary Protection in North Macedonia 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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