

## **Sanitary Protection in Singapore**

Market Direction | 2023-03-07 | 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 experienced positive growth in retail current value terms and negligible growth in retail volume terms in 2022. While the female population aged 12-54 in Singapore decreased slightly in 2022, sanitary protection continued to enjoy solid value growth, driven by multifaceted product innovations that worked to improve the treatment of female health in Singapore. While the COVID-19 pandemic reduced social movement and institutional activities in 2020 and 2021, the Singapore gover...

Euromonitor International's Sanitary Protection in Singapore 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Sanitary Protection in Singapore  
Euromonitor International  
March 2023

### List Of Contents And Tables

#### SANITARY PROTECTION IN SINGAPORE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Slim/thin/ultra-thin towels drives growth, due to the call for more convenient and discreet offerings

Players justify increasing unit prices through an efficacy-value coupling

Focus on clean ingredients persists as part of a larger shift towards clean beauty

##### PROSPECTS AND OPPORTUNITIES

Inflation provides unexpected invigoration for local sustainable players

Interest in holistic care drives innovation in mobility and convenience

Reduced travel restrictions provide opportunities to purchase affordable sanitary protection products

##### 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 SINGAPORE

##### 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sanitary Protection in Singapore

Market Direction | 2023-03-07 | 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-12
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com