

## **Sanitary Protection in the Czech Republic**

Market Direction | 2023-03-09 | 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:**

With women spending more time on activities such as visiting fitness centres and travelling in the wake of the pandemic, there was greater demand for a range of sanitary protection products, especially higher-value products, in 2022, which led to current retail value sales increase. Meanwhile, standard towels faced strong competition from more sophisticated products and ecological variants, such as menstrual cups or pants. Slim/thin/ultra-thin towels tend to be preferred by younger consumers in...

Euromonitor International's Sanitary Protection in Czech Republic 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 the Czech Republic  
Euromonitor International  
March 2023

### List Of Contents And Tables

#### SANITARY PROTECTION IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Sanitary protection grows in value despite demographic challenges

Multinationals lead, while private labels see growth

Retail landscape favours modern, tech-friendly channels in 2022

##### PROSPECTS AND OPPORTUNITIES

Challenges ahead as key consumer base declines in the Czech Republic

More eco-friendly products expected to emerge in the coming years

E-commerce sales expected to grow over the forecast period

##### 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 THE CZECH REPUBLIC

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

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

## Sanitary Protection in the Czech Republic

Market Direction | 2023-03-09 | 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](mailto: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](mailto: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	<input type="text" value="2025-06-26"/>
		Signature	<input type="text"/>

**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)