

Sanitary Protection in Sweden

Market Direction | 2023-03-13 | 20 pages | Euromonitor

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Report description:

Broad increases in retail price points occurred across sanitary protection driven by cost inflation from energy prices, raw materials, labour and logistics. The rate of inflation rose significantly in Sweden in line with the trend seen across Europe and indeed many other regions. As profit margins were squeezed, manufacturers were forced to increase prices, although this has been unpopular with consumers with retail volume sales declining in 2022. Brand loyalty has come under pressure in sanitar...

Euromonitor International's Sanitary Protection in Sweden 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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