

Sanitary Protection in Taiwan

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

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Report description:

Taiwan witnessed a second wave of the pandemic in May 2022. Although the local government did not impose any mandatory lockdown period at home, some consumers chose to spend more time at home out of health concerns, leading to slightly increasing demand for reusable sanitary protection products. However, reusable products are so niche in Taiwan that they do not exert a major negative influence on sanitary protection. Moreover, as sanitary protection is regarded as a necessity, category sales ten...

Euromonitor International's Sanitary Protection in Taiwan 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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