

Sanitary Protection in South Africa

Market Direction | 2023-04-18 | 21 pages | Euromonitor

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Report description:

Demand for sanitary protection remained stable in 2022 relative to 2021's performance. The category benefits from being essential in nature to many consumers who menstruate, while growth was also driven by the economy reopening, and South Africans fully returning to pre-pandemic behaviours and activities. Additionally, demand for sanitary protection continued to be driven by students who frequently buy sanitary protection, as they are in constant need for comfort and security during school hours...

Euromonitor International's Sanitary Protection in South Africa 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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