

Sanitary Protection in Pakistan

Market Direction | 2023-06-28 | 19 pages | Euromonitor

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Report description:

Urbanisation led to increased awareness and education regarding menstrual hygiene management in Pakistan. The taboo linked to menstruation that is inherent in many places in the country was less important in urban centres, which translated into increased sales of sanitary protection products. The ongoing growth in the 12-54-year-old female population also increased the demand for sanitary protection.

Euromonitor International's Sanitary Protection in Pakistan 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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Greater availability and accessibility of sanitary protection pushes sales

Procter & Gamble continues to dominate the category

PROSPECTS AND OPPORTUNITIES

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Customisation and personalisation are likely to be more visible in the product offer

Growth in local production although there is no real threat to the multinational leaders

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