

Menstrual Care in Estonia

Market Direction | 2024-03-05 | 20 pages | Euromonitor

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Report description:

In 2023, retail sales of menstrual care products in Estonia recorded double-digit growth, though this strong value increase was largely driven by price increases as inflationary pressures continued to be felt in the country. Slim/thin/ultra-thin towels with wings emerged as the frontrunners in 2023, experiencing the most rapid volume growth. Their popularity stems from innovative design features and the utilisation of materials prioritising utmost comfort during menstrual periods. These towels'...

Euromonitor International's Menstrual Care in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, 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 Menstrual Care 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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