

## **Menstrual Care in Pakistan**

Market Direction | 2024-03-15 | 18 pages | Euromonitor

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### **Report description:**

Menstrual care in Pakistan registered constant value growth, in spite of crippling inflation. However, volume sales fell slightly. Significant work is also being done by NGOs such as UNICEF to remove cultural taboos around menstruation and this is beginning to have an effect. Urbanisation is also leading to increased access to menstrual care products through outlets such as modern grocery retailers. Ultimately, for consumers in Pakistan, this translated into greater convenience and choice, foster...

Euromonitor International's Menstrual Care 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 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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