

Menstrual Care in Spain

Market Direction | 2024-03-11 | 23 pages | Euromonitor

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Report description:

In 2022, the Spanish government took a step to address menstrual poverty by announcing a general tax reduction from 10% to 4% on all menstrual care products, which came into effect in 2023. However, despite these efforts, the category faced challenges due to elevated inflation and the increased costs of raw materials, resulting in a continued rise in unit prices. Despite the decline in demand and consumers downtrading to cheaper products, including private label, menstrual care still experienced...

Euromonitor International's Menstrual Care in Spain 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Private label thriving as retailers focus on quality as well as affordability

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