

Menstrual Care in Sweden

Market Direction | 2024-03-15 | 21 pages | Euromonitor

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Report description:

Retail sales of sanitary protection achieved modest growth in value sales in 2023. 2023 was characterised by inflationary pressures from rising input costs, such as energy, material sourcing, distribution and labour. While inflation began to moderate slightly, it remained elevated, resulting in higher retail price points in 2023.

Euromonitor International's Menstrual Care in Sweden 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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Higher retail price points alter consumer behaviour in 2023

Procter & Gamble retains the lead while top players focus on efficacy improvements to attract consumers and to enable them to differentiate

Sustainability increasingly characterises manufacturers' activities and consumer purchases

PROSPECTS AND OPPORTUNITIES

Uncertain outlook weakens consumer sentiment and stimulates a change in buying habits and sales channels

Shift away from retail sales due to the provision of free menstrual care products in workplaces, educational establishments and public buildings

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