

Menstrual Care in South Africa

Market Direction | 2024-03-20 | 22 pages | Euromonitor

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Report description:

Demand for menstrual care in South Africa continued to increase in 2023, despite the country experiencing high inflation, driving up prices of food, transport and electricity. This also influenced the value performance of menstrual care, with rising costs ensuring that value growth was higher than volume growth. As a result, brands and retailers increasingly adapted to the demand for more affordable products. Dis-Chem Pharmacies, a widely known health and beauty specialist, launched its rewards...

Euromonitor International's Menstrual Care in South Africa 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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