

Menstrual Care in India

Market Direction | 2024-05-07 | 22 pages | Euromonitor

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Report description:

Menstrual care in India witnessed high single-digit retail current value and volume growth in 2023, on account of habit persistence, new product launches, and growing awareness regarding the importance of menstrual hygiene. Regular users of menstrual care products continued to use them with similar frequency due to product stickiness and habit persistence. However, these consumers were also seen to experiment with new product types and innovations that better addressed their concerns, despite th...

Euromonitor International's Menstrual Care in India 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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Menstrual care witnesses further dynamic growth, driven by regular users and rising hygiene awareness

Procter & Gamble continues to lead menstrual care

Menstrual hygiene awareness initiatives and government schemes help expand the consumer base and drive demand

PROSPECTS AND OPPORTUNITIES

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Offline retailers to remain a major channel of distribution, while retail e-commerce is on the rise

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