



Euromonitor  
International

# Menstrual Care in the United Kingdom

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand and unit price growth drive value sales  
Procter & Gamble leads category, supported by Always and Tampax  
E-commerce continues to grow, but retail offline dominates distribution

PROSPECTS AND OPPORTUNITIES

Positive outlook for menstrual care despite growing impact of substitutes  
E-commerce offers platform for smaller brands  
Sustainable brands expected to perform well over forecast period

CATEGORY DATA

- Table 1 - Retail Sales of Menstrual Care by Category: Value 2019-2024
- Table 2 - Retail Sales of Menstrual Care by Category: % Value Growth 2019-2024
- Table 3 - Retail Sales of Tampons by Application Format: % Value 2019-2024
- Table 4 - NBO Company Shares of Retail Menstrual Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Retail Menstrual Care: % Value 2021-2024
- Table 6 - Forecast Retail Sales of Menstrual Care by Category: Value 2024-2029
- Table 7 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2024-2029

Tissue and Hygiene in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for tissue and hygiene?

MARKET INDICATORS

- Table 8 - Birth Rates 2019-2024
- Table 9 - Infant Population 2019-2024
- Table 10 - Female Population by Age 2019-2024
- Table 11 - Total Population by Age 2019-2024
- Table 12 - Households 2019-2024
- Table 13 - Forecast Infant Population 2024-2029
- Table 14 - Forecast Female Population by Age 2024-2029
- Table 15 - Forecast Total Population by Age 2024-2029
- Table 16 - Forecast Households 2024-2029

MARKET DATA

- Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

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## SOURCES

### Summary 1 - Research Sources

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