



Menstrual Care in Spain

March 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shift towards reusable options puts downward pressure on menstrual care
- Private label expands as leading player Procter & Gamble loses share
- Health and beauty specialists as only channel to rise in 2024

PROSPECTS AND OPPORTUNITIES

- Growing adoption of reusable menstrual solutions
- Steady e-commerce growth anticipated, though offline grocery retail will remain preferred distribution channel
- Transformation through sustainability and waste reduction

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 Spain - 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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