



Euromonitor  
International

# Menstrual Care in Romania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Pantyliners boost growth for menstrual care, driven by ongoing innovation
- Procter & Gamble Distribution SRL retains its lead with the Always brand
- Retail e-commerce and discounters gain ground, as consumers appreciate cost savings

PROSPECTS AND OPPORTUNITIES

- Lower VAT on menstrual care is set to boost growth across the forecast period
- Retail e-commerce is set to expand, supported by rising tech literacy and broader geographical coverage
- Product innovation is set to focus on skin health, efficiency and comfort

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Tissue and Hygiene in Romania - Industry Overview

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