



Euromonitor  
International

# Menstrual Care in Saudi Arabia

March 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Menstrual care benefits from innovation in 2024  
Modern Products leads overall menstrual care, while Unicharm rises rapidly  
Supermarkets and hypermarkets lead distribution

PROSPECTS AND OPPORTUNITIES

Further growth forecast as players invest in product enhancements  
E-commerce set for further rapid expansion  
Innovation and tech advances will shape progress for menstrual care

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 Saudi Arabia - 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

## DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/menstrual-care-in-saudi-arabia/report](http://www.euromonitor.com/menstrual-care-in-saudi-arabia/report).