



Euromonitor
International

Menstrual Care in Belgium

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures and shifting consumer preferences negatively impact sales
Procter & Gamble Benelux SA retains its lead, however, share is lost to private label
Discounters and non-grocery retailers increase distribution of menstrual care in 2024

PROSPECTS AND OPPORTUNITIES

A retail value and volume decline expected as demographic shifts and reusable products challenge growth
Retail e-commerce will become increasingly embraced across the forecast period
There is potential for the public sector to intervene more with menstrual care distribution

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Tissue and Hygiene in Belgium - Industry Overview

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DISCLAIMER

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