



Euromonitor  
International

# Menstrual Care in Denmark

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail value sale struggle as competition from sustainable options challenge growth  
Procter & Gamble Danmark retains its lead through established brands Tampax and Always  
The integration of in-store and online shopping supports the ongoing expansion of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Reusable products are set to challenge sales while pantyliners drive growth  
Retail e-commerce is expected to continue gaining ground, as retailers implement omnichannel strategies  
Innovation is set to focus on health and sustainability concerns to align with consumer demands

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Tissue and Hygiene in Denmark - Industry Overview

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