



Euromonitor
International

Menstrual Care in North Macedonia

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation and rising prices help menstrual care achieve healthy current value growth in 2024
Procter & Gamble continues to lead thanks to wide product portfolio and well-established presence across retailers
Supermarkets remains the leading distribution channel, but e-commerce growth continues apace

PROSPECTS AND OPPORTUNITIES

Volume sales will be hampered by declining population, but the premiumisation trend will boost current value growth
Solid growth forecast for e-commerce in the years ahead
Innovation by key players will benefit the overall category

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 - NBO Company Shares of Retail Menstrual Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Retail Menstrual Care: % Value 2021-2024
- Table 5 - Forecast Retail Sales of Menstrual Care by Category: Value 2024-2029
- Table 6 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2024-2029

Tissue and Hygiene in North Macedonia - 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 7 - Birth Rates 2019-2024
- Table 8 - Infant Population 2019-2024
- Table 9 - Female Population by Age 2019-2024
- Table 10 - Total Population by Age 2019-2024
- Table 11 - Households 2019-2024
- Table 12 - Forecast Infant Population 2024-2029
- Table 13 - Forecast Female Population by Age 2024-2029
- Table 14 - Forecast Total Population by Age 2024-2029
- Table 15 - Forecast Households 2024-2029

MARKET DATA

- Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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