

# Menstrual Care in Belgium

<https://marketpublishers.com/r/MBBB18967E30EN.html>

Date: May 2024

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: MBBB18967E30EN

## Abstracts

Menstrual care in Belgium faces challenges amidst high inflation, resulting in a minor decrease in volume sales in 2023. The ageing population contributes to reduced demand for menstrual care products. Furthermore, the exploration of alternative methods affecting the menstrual cycle diminishes the demand for traditional menstrual care solutions. Additionally, pantyliners is experiencing a shift due to the diminishing taboo around adult incontinence, leading to higher demand for light adult incon...

Euromonitor International's Menstrual Care in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Menstrual Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Menstrual Care in Belgium  
Euromonitor International  
February 2024

### LIST OF CONTENTS AND TABLES

MENSTRUAL CARE IN BELGIUM  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

An ageing population reduces demand for menstrual care  
Sustainability emerges as a prominent trend  
Private label and alternative channels are growing

### PROSPECTS AND OPPORTUNITIES

The category is on a long-term downward slope  
Washable underwear likely to gain more traction  
The public sector might intervene more and more

### CATEGORY DATA

Table 1 Retail Sales of Menstrual Care by Category: Value 2018-2023  
Table 2 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023  
Table 3 Retail Sales of Tampons by Application Format: % Value 2018-2023  
Table 4 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023  
Table 5 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023  
Table 6 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028  
Table 7 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

### TISSUE AND HYGIENE IN BELGIUM

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

### MARKET INDICATORS

Table 8 Birth Rates 2018-2023

Table 9 Infant Population 2018-2023

Table 10 Female Population by Age 2018-2023

Table 11 Total Population by Age 2018-2023

Table 12 Households 2018-2023

Table 13 Forecast Infant Population 2023-2028

Table 14 Forecast Female Population by Age 2023-2028

Table 15 Forecast Total Population by Age 2023-2028

Table 16 Forecast Households 2023-2028

#### MARKET DATA

Table 17 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 18 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 20 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 21 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 22 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 23 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 25 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Menstrual Care in Belgium

Product link: <https://marketpublishers.com/r/MBBB18967E30EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MBBB18967E30EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970