

Menstrual Care in Canada

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Abstracts

Following the high inflation in 2022, Canada experienced a slight alleviation in 2023, with inflation subsiding to more usual levels. However, residual effects of increased living costs persisted, restraining consumer spending. Despite these challenges, menstrual care demonstrated resilience, exhibiting inflation-driven growth alongside modest volume increases. Procter & Gamble and Kimberly Clark maintained their stronghold in the market, leveraging widespread distribution channels and a reputat...

Euromonitor International's Menstrual Care in Canada 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 Canada
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LIST OF CONTENTS AND TABLES

MENSTRUAL CARE IN CANADA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Calming economic environment spurs marginal growth
Preference for thin products drives category growth
Legislative advancements promote accessibility

PROSPECTS AND OPPORTUNITIES

Sustainable material innovation and pricing dynamics
FemTech innovations for menopausal support
Population growth and awareness drive long-term performance

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 CANADA

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

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SOURCES

Summary 1 Research Sources

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