

Menstrual Care in China

<https://marketpublishers.com/r/M5A7A98F3E08EN.html>

Date: May 2024

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: M5A7A98F3E08EN

Abstracts

Despite the overall economy rebound in 2023 with the lifting of pandemic restrictions and the resumption of offline activities, menstrual care continued its stable growth in 2023 as it is a very mature category in China with a high penetration rate and being a necessity for those who menstruate. Slim/thin/ultra-thin towels remains the largest category and key growth contributor of menstrual care in both value and volume sales terms, reflecting Chinese consumers' long pursuit of comfort, breathab...

Euromonitor International's Menstrual Care in China 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.

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Euromonitor International
February 2024

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