

# Menstrual Care in China

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## 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.

## Contents

Menstrual Care in China  
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### LIST OF CONTENTS AND TABLES

MENSTRUAL CARE IN CHINA  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Retail value sales remain stable with slim/thin/ultra-thin towels continuing to drive the market

Raw material cost resumes normal level thus increasing menstrual care players' profitability

Pant-format towels further penetrate with more players entering this market

### PROSPECTS AND OPPORTUNITIES

Private label menstrual care products emerge to provide consumers with cost-effectiveness

Manufacturers try hard to attract teenage girls to capture loyal customers

### 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 CHINA

### 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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