

# Menstrual Care in Serbia

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## Abstracts

Serbian women are generally quite conservative with regards to menstrual care. Sanitary towels remain the most popular product, whilst menstrual cups and reusable pads are available but remain a niche. Moreover, some consumers consider re-washable pads to be unhygienic. In 2023, sanitary towels were the most advertised menstrual care product, followed by pantyliners. Tampons take a small share of sales but are enjoying fast growth from a small base. Leading players, such as Libresse and Always,...

Euromonitor International's Menstrual Care in Serbia 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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