

# Menstrual Care in Singapore

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## Abstracts

Despite the declining female demographic aged 12-54, menstrual care continued to register low positive year-on-year growth in current value terms while retail volume transactions faced a small decline. While the threat of the COVID-19 pandemic no longer prompts higher hygiene-conscious behaviour among Singaporeans, more Singaporean women and menstrual care product users continue to be mindful of intimate hygiene and feminine health, driving interest in menstrual care with higher value positionin...

Euromonitor International's Menstrual Care in Singapore 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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February 2024

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