

Menstrual Care in Switzerland

<https://marketpublishers.com/r/MDFFCA7AD99FEN.html>

Date: March 2024

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: MDFFCA7AD99FEN

Abstracts

Demand for menstrual care in Switzerland continues to normalise in the post-pandemic era. Retail volume and value sales posted solid growth in 2023, with the latter fuelled in part by inflation and higher costs of raw materials and production. Since 2022, there has been a rise in expectations and hygiene demands among many Swiss consumers (including personal hygiene) as many spent more time outside their homes after the pandemic. This resulted in a surge in interest and volume sales of sophistic...

Euromonitor International's Menstrual Care in Switzerland 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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