

# Menstrual Care in Denmark

March 2024

**Table of Contents** 

## Menstrual Care in Denmark - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Higher retail price points favour value over volume growth

Focus on efficacy with a stronger value proposition

Tampons suffers from strong competition

## PROSPECTS AND OPPORTUNITIES

Weak economic outlook to inform changes in purchasing behaviour

Ongoing shift from standard to slim/thin/ultra-thin towels

Leakproof apparel threatens menstrual care

#### **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 Denmark - Industry Overview

## **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

## DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menstrual-care-in-denmark/report.