



Euromonitor  
International

# Menstrual Care in Portugal

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Table of Contents

## Menstrual Care in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The return to outdoor activities benefit menstrual care sales in 2023  
Standard towels decline as consumers preference comfort and convenience  
Despite growing visibility, reusable products remain a niche in Portugal

#### PROSPECTS AND OPPORTUNITIES

Population and demographics limit growth across the forecast period  
Menstrual poverty schemes impact sales of retail menstrual care  
The rise of private label impacts the strategies of branded players

#### 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 Portugal - 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

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## SOURCES

Summary 1 - Research Sources

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