



Menstrual Care in Ukraine

March 2024

Table of Contents

Menstrual Care in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in female population negatively impacts market
Slim/thin/ultra-thin towels with wings show strongest performance
Procter & Gamble Ukraine TOV is the leader in the market

PROSPECTS AND OPPORTUNITIES

Active lifestyles set to drive intimate wipes and tampons sales growth
Continued shift to slim/thin/ultra-thin towels with wings
Pantyliners will experience growth driven by the emphasis on daily hygiene and comfort

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 Ukraine - 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

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