

Feminine Hygiene and Sanitary Protection Products - UK - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“There is a quiet revolution ongoing in the incontinence products segment. The stigma around incontinence appears to be fading, products are advertised on primetime TV, and brands are creating new designs that are more stylish and sophisticated. In feminine hygiene and sanitary protection, brands are becoming much bolder in their marketing approach.”

– **Hera Crossan, Research Analyst**

This report looks at the following areas:

- **Always Discreet disrupts the incontinence segment**
- **High brand loyalty for sanitary protection has potential to drive environmental change**

Growth in the feminine hygiene, sanitary protection and incontinence products market has been relatively resilient. However, this has been driven by the increased value of the incontinence products segment, with the UK's ageing population and product development boosting penetration of dedicated products.

Sanitary protection remains the largest segment by value, although it subsequently frequently falls foul of competitive pricing strategies by retailers. Brand loyalty for sanitary protection is high, and leading brands could use this to their advantage in order to help drive more environmentally-friendly behaviours amongst women.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Always Discreet disrupts the incontinence segment
- The facts
- The implications
- High brand loyalty for sanitary protection has potential to drive environmental change
- The facts
- The implications

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