

## Sanitary Protection Products - UK - May 2012

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"The market for sanitary products is an essential item among women, and yet it has struggled to deliver on growth, because unlike other personal care items, this is a category which offers little in the way of indulgence and luxury, with consumers instead focused solely on performance."

– Michelle Strutton, Senior Consumer Analyst

### In this report we answer the key questions:

- Which sanitary products have highest use?
- Are there any opportunities for further growth?
- Could product offerings be more specifically segmented?
- What role does pricing play in the market?

Following a small decline in the previous year, UK retail sales of sanitary protection and feminine hygiene products returned to growth in 2011, with market value up by 3.4% to a total of £301 million. Both panty liners and towels recorded healthy growth, while tampons managed only a minor improvement and sales of intimate washes, wipes and deodorants remained static.

While price promotions play an increasingly important role in consumers' purchasing decisions, quality is still often associated with a recognised brand name and retailers' private labels have thus failed to gain ground on branded sales. There is, however, a greater tendency for women to choose a product based on a special promotion amongst their preferred brands.

However, attracting new consumers to the category is difficult, with the best opportunities for growth lying in encouraging women to change their sanpro items more frequently and further increasing the penetration of panty liners as well as feminine hygiene products, which are currently used by a minority of women.

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