

## **Health and Wellbeing - UK**

## February 2023

## **Intimate Hygiene and Sanitary Protection - UK**

"The incontinence, sanitary protection and intimate hygiene market grew in 2022, but savvy shopping behaviours including trading down and shopping on special offer impacted growth. There are opportunities to drive future growth by proving the worth of paying more for natural, ethical and expert claims, as well as opening up ...