

Feminine Hygiene and Sanitary Protection Products - UK - May 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

The sanitary protection (sanpro) and feminine hygiene market is expected to generate sales of £297 million in 2011, an uptick of over 1% year on year. In real terms, however, the category will dip by close to 2%. Similarly, growth between 2010 and 2015 is forecast at 5.5%, whereas in real terms a similarly proportioned downturn is on the cards. The FMCG category is highly promotional with multi-purchase and discount deals a regular feature of supermarket shelves.

What have we found out?

- Combined sales of sanitary protection and feminine hygiene products hit £293 million in 2010, flat year on year. Growth of 5% is projected between 2010 and 2015.
- The UK's population means that the sanpro category's core target audience totalled 18.6 million women in 2010.
- Women are accustomed to finding the brands they like at discounted prices in both grocery outlets and drugstore chains. A constant stream of innovation is therefore required to encourage women to pay a premium.
- Towels remain the most popular sanpro format. Women aged 35-44 are the highest volume users of tampons. Feminine hygiene products account for only a small proportion of the category's business, drumming up sales of £10 million in 2010.
- Age plays a role in women's sanpro choices. Penetration of tampons, for instance, falls off among 45-54s and beyond. Usage of panty liners, however, falls off less dramatically as women age.
- Major brands and private-label players dominate launch activity across both the tampon and towel categories.

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