

Sanitary Protection and Feminine Hygiene Products - UK - May 2013

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"With an ageing population, the market could cater better for women who are leaving the sanitary protection market but entering the adult incontinence market. On the other end, the younger demographics, who are influenced by recommendations, offer opportunities to catch women as they enter the market, and drive brand loyalties."

– Roshida Khanom, OTC and Personal Care Analyst

In this report we answer the key questions:

- How will the ageing population impact this market?
- How can the feminine hygiene market be expanded?
- What are the opportunities with the younger demographics entering the market?
- How is own-label performing in this category?

The value of the sanitary protection and feminine hygiene market is expected to grow by 3.6% in 2013, with the biggest growth predicted in the adult incontinence sector. With the UK's ageing population, as well as advances in technology, more people are likely to buy into the category. Although this report looks at the growth in value of the total adult incontinence market, for the purposes of sampling only women have been surveyed. The women's incontinence market is likely to be boosted by the baby boom, which may result in higher incidences of pregnancy and post-pregnancy incontinence.

Although the sanitary protection and feminine hygiene category as a whole still remains associated with embarrassment, there have been some interesting advertising campaigns in 2012/13 which have been breaking the stereotypes. This is likely to continue as the category changes the way it communicates its messages.

Product innovations continue to boost the value of the total market; innovative technologies are key for continued growth. Additionally, with women's concerns about chemicals and even the usage of tampons continuing, there are opportunities for more reassuring claims and communications as well as more natural or organic product offerings.

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