

Feminine Hygiene and Sanitary Protection Products - UK - February 2020

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

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“The feminine hygiene and sanitary protection category has been steadily growing in recent years, bolstered by strong sales in the incontinence sector and a beauty revamp of the feminine hygiene sector.”

- **Emilia Greenslade, Junior Research Analyst**

This report looks at the following areas:

- **The eco trend is growing**
- **Feminine hygiene sees stronger link to beauty**
- **Stigma is the biggest threat for incontinence brands**

The sanitary protection sector, however, is dampening growth; signalling that brands must do more to respond to growing environmental concerns. Indeed women show increased usage of reusable options in 2019, highlighting a behavioural shift in the category.

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DID YOU KNOW?

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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- Feminine hygiene sees stronger link to beauty
- The facts
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- Price is key in purchasing sanitary protection
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