“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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- Excluded

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Feminine hygiene sees stronger link to beauty
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Stigma is the biggest threat for incontinence brands
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The implications

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Women are most likely to experience incontinence
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Natural positioning perceived as safer
Appeal to skin sensitivity

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