

# Menstrual Care in Indonesia

February 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Demographic shifts support overall category growth in 2023

Uni-Charm remains on top, with Kao and Softex next in line

Standard towels continues to dominate in face of rising production costs

### PROSPECTS AND OPPORTUNITIES

Future growth driven by rising standards of living, with rural Indonesia offering high potential

Pantyliners and towels gain ground but suffer from low awareness

Modern distribution channels to support sales, with players increasing focus on waste issues and organic content

### CATEGORY DATA

Table 1 - Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 2 - Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 3 - Retail Sales of Tampons by Application Format: % Value 2018-2023

Table 4 - NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 6 - Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 7 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

### MARKET INDICATORS

Table 8 - Birth Rates 2018-2023

Table 9 - Infant Population 2018-2023

Table 10 - Female Population by Age 2018-2023

Table 11 - Total Population by Age 2018-2023

Table 12 - Households 2018-2023

Table 13 - Forecast Infant Population 2023-2028

Table 14 - Forecast Female Population by Age 2023-2028

Table 15 - Forecast Total Population by Age 2023-2028

Table 16 - Forecast Households 2023-2028

### MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/menstrual-care-in-indonesia/report](http://www.euromonitor.com/menstrual-care-in-indonesia/report).