



Euromonitor
International

Menstrual Care in Saudi Arabia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Consumer Willingness to Trade up Centres on Skin-Friendly Products

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Consumer Willingness to Trade up Centres on Skin-Friendly Products

Towels Lead as Consumer Preference for Night-Time and Extra-Long Formats Grows

Chart 2 - Sofy Launches Disposable Period Panties in Saudi Arabia

Convenience Reshapes Menstrual Care for Urban Lifestyles

Clean Wellness Reshapes Saudi Menstrual Care

Chart 3 - Kotex Soft Touch Aligns With Clean Wellness Trend

Hospital Recommendations Fuel Postpartum Product Sales

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Clean Wellness Set to Drive Comfort-Led Upgrades and Value Gains

E-Commerce and Pharmacy Apps Set to Fuel Omnichannel Strategy Uptake

Major Brands Expected to Continue Expanding Life-Stage Formats to Win Loyalty

Chart 7 - Analyst Insight for Menstrual Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Category Leader Always Loses Share as Local Rivals Gain Ground

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Sustain Dominance with Multipack Offers

Retail E-Commerce Accelerates with Rapid Delivery and Niche Innovation

Ultra-Fast Delivery, Pharmacy Apps, and D2c Brands Redefine Competition

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Menstrual Care

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Menstrual Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-saudi-arabia/report.