

# Sanitary Protection in India

March 2023

Table of Contents

## Sanitary Protection in India - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Indian market offers further room for sanitary protection to expand

Consumer interest is being stimulated by new product offerings

Promotional activities and awareness initiatives focus on adolescent girls driving demand

#### PROSPECTS AND OPPORTUNITIES

Increasing GDP per capita and habit persistence to drive future growth

Domestic brands will use innovation to attract consumers' attention

Harmful effects associated with disposal of sanitary protection pave way for adoption of more sustainable alternatives

#### CATEGORY DATA

Table 1 - Retail Sales of Sanitary Protection by Category: Value 2017-2022

Table 2 - Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022

Table 3 - Retail Sales of Tampons by Application Format: % Value 2017-2022

Table 4 - NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 5 - LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

Table 6 - Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027

Table 7 - Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

## Tissue and Hygiene in India - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

### MARKET INDICATORS

Table 8 - Birth Rates 2017-2022

Table 9 - Infant Population 2017-2022

Table 10 - Female Population by Age 2017-2022

Table 11 - Total Population by Age 2017-2022

Table 12 - Households 2017-2022

Table 13 - Forecast Infant Population 2022-2027

Table 14 - Forecast Female Population by Age 2022-2027

Table 15 - Forecast Total Population by Age 2022-2027

Table 16 - Forecast Households 2022-2027

### MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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## SOURCES

### Summary 1 - Research Sources

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