



Euromonitor
International

Menstrual Care in Dominican Republic

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

INDUSTRY PERFORMANCE

Government Expands Access to Reduce Absenteeism

Pantyliners Leads Volume as Value and Wellness Drive Growth

Chart 1 - Value and Private Labels Are Evolving beyond Price-Only Positioning in Menstrual Care

Kotex Responds to Holistic Wellness Trend with Science-Backed Innovation

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Emerging Value Brands to Win Price-Conscious Shoppers with Bundle Offers

Pantyliner Suppliers to Extend Their Reach with Daily-Use Positioning and Value Packs

Lifecycle Wellness Strategies and Education Will Reshape Consumer Loyalty

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nosotras Leverages Extensive Reach to Reinforce Dominance

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Strengthen Position with Private Label and Promotions

Online Launches and Promotions Extend Reach but Face Slow Adoption

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Menstrual Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Menstrual Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Dominican Republic - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Growth Continues, Although at a Slower Pace, While Polarisation Is Seen

Toilet Paper Continues to Rise as Gold Captures Value-Conscious Shoppers

Chart 18 - Gold Focuses on Affordability and Minimalist Packaging, While Seeking a Connection to Local Identity

Nosotras and Familia Aroma Plus Win by Addressing New Consumer Priorities

Chart 19 - Nosotras Leverages Portfolio Breadth, Scientific Validation, and Natural Ingredient Integration

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Paper Towels and Adult Incontinence to Capture New Demand as Needs Shift

Menstrual Care and Nappies/Diapers Will Adapt to Evolving Consumer Health Priorities

Chart 22 - Analyst Insight for Tissue and Hygiene

Portfolio Segmentation and Education to Drive Business Model Evolution

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Scott and Nosotras Defend Their Positions as Price Rivalry Intensifies

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Colmados Defend Reach as Supermarkets Gain with Promotions

Retail E-Commerce Attracts Niche Shoppers but Remains Limited in Reach

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Menstrual Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Menstrual Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-dominican-republic/report.