Euromonitor International

Menstrual Care in Bangladesh

May 2026

Table of Contents

Menstrual Care in Bangladesh - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

INDUSTRY PERFORMANCE

Radiant Care and Fresh Anonna Expand Access and Choice for Women and Girls

Chart 1 - Innovation and Variety: New Market Entrants Address Diverse Consumer Needs

Disposable Period Pants Redefine Consumer Demand and Growth

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Budget Product Manufacturers to Capture Low-Income Demand with Affordable Innovation

Towels to Sustain Leadership Even as Disposable Period Pants Accelerates

Social Media and Peer Networks to Reshape Brand Preference and Product Adoption

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Senora Strengthens Price Leadership as New Entrants Challenge Premium Space

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintains Price-Driven Lead

Vending Machines Target Students as Convenience Reshapes Access

Retail E-Commerce Faces Price Barriers as Offline Remains Preferred

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 Bangladesh - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Vat Exemption Boosts Affordable Innovation
Clean Wellness Drives New Launches and Growth for Menstrual Care
Chart 18 - Bangladesh's First Dermatologically Tested Solution for Sensitive Care
Kinder Captures Demand for High-Absorbency, Affordable Nappies
Chart 19 - High-Performance Absorbency Tailored for Long-Lasting Comfort
Meghna and Aci Automate Vending to Drive On-The-Go Hygiene Access
Chart 20 - Value Sales 2020-2030
Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Budget Shoppers to Accelerate Sales of Disposable Products as Awareness Grows
Nappies/Diapers/Pants to See Growth as Move to Disposable Drives Gains
Retail Adult Incontinence Set to Outpace All Other Categories as Demand for Hygiene Diversifies
Chart 22 - Forecast Value Sales 2020-2030
Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Square Toiletries Capitalises on Rising Brand Loyalty as Bashundhara Cedes Share
Chart 24 - Company Shares 2025
Chart 25 - Brand Shares 2025

CHANNELS

Drugstores and Small Local Grocers Anchor Purchasing with Price Advantage and Access
Vending Machine Installations Reshape Access for Students and Workers
Online Channels Struggle as Consumers Demand Immediacy and Value
Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene
Chart 28 - Real GDP Growth 2020-2030
Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene
Chart 31 - Population 2020-2030
Chart 32 - Consumer Expenditure 2020-2030
Chart 33 - 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-bangladesh/report.