

# Feminine Hygiene and Sanitary Protection Products - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Value sales in the sanitary protection, feminine hygiene and adult incontinence market are relatively protected due to the necessity of the products included. However, there is an opportunity for brands in each segment to now seek further growth by offering new products that address many of the concerns women have with certain types of products.”

– Jack Duckett, Personal Care Analyst

## This report looks at the following areas:

- Increasing tampon usage amongst younger women
- Making adult incontinence products more appealing

Value sales in the sanitary protection, feminine hygiene and adult incontinence market are estimated to grow in 2014. Sales in recent years have been largely driven by the strong performance of the adult incontinence segment, which itself has benefited from the ageing population and growing awareness of adult incontinence.

Brands continue to dominate sales across the three segments, largely due to the high level of marketing output they command and the high level of innovation their products offer. Over the last two years, brands continued to use marketing to target the embarrassment surrounding the issues concerned across the sector.

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