



Menstrual Care in Ukraine

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Always Leverages Mega Pack Strategy to Win Value-Conscious Shoppers

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Always Leverages Mega Pack Strategy to Win Value-Conscious Shoppers

Chart 2 - Surging Popularity of Mega Packs

Kotex and Bella Drive Demand for Wellness-Focused Options with Natural Claims

Chart 3 - Kotex Top-Selling Natural Cotton Towel Line

Joydivision Soft-Tampons Fuel Demand for Flexible Period Care

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Natural Lines and Economy Packs Set to Win Trust as Price Sensitivity Persists

Towels Will Retain Dominance, While Disposable Period Pants Are Set to Drive Innovation

Chart 7 - Analyst Insight for Menstrual Care

Alternative Formats and Ingredient Transparency Reshape Competitive Priorities

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Retains Lead as Competitors Shift Focus

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets Anchor Regular Purchases, Followed by Specialists

Online Marketplaces Win Value-Focused Shoppers with Assortment and Discretion

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

Tissue and Hygiene in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Local Players Defend Share by Prioritising Affordability and Essentials

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Local Players Defend Share by Prioritising Affordability and Essentials

Chart 21 - Affordability Drives Demand for Basic, Value-Focused Tissue and Hygiene Products

Convenience Features Sustain Demand for Hygiene and Personal Care

Chart 22 - Convenience Drives Resilient Demand in Menstrual Care and Incontinence

Eva, Watsons and Rozetka Shift Sales Online with Value Bundles and Fast Delivery

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Bulk-Focused Local Brands to Extend Value Leadership through Digital Sales

Digital-First Shopping Habits Set to Reshape Competition and Pricing Dynamics

Chart 25 - Analyst Insight for Tissue and Hygiene

Normalised Hygiene Habits and Shrinking Population Will Define Demand Outlook

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Loses Further Share to Local Players

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Appeal with Convenience Purchases of High-Frequency Items

Rozetka and Watsons Drive Digital Sales with Promotions and Delivery

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-ukraine/report.