



Menstrual Care in Argentina

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Innovation and Premiumisation Support a Rebound in Sales

Chart 2 - Softys Launches Innovative Breathable Pantyliner

Leading Brands Focus on Market Segmentation to Drive Sales

Chart 3 - Kotex Sport Incorporates FlexFit Technology

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Carrefour and Jumbo Set to Drive Private Label Expansion

Chart 7 - Analyst Insight for Menstrual Care

Social Media Expected to Accelerate Retail E-Commerce in Argentina

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Softys and Ladysoft Outpace Rivals as Value Shapes Purchasing

Newsan's Acquisition of Always Signals Brand Ownership Shifts

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Hypermarkets Lose Ground in the Short Term, as Small Local Grocers Gain Share

Retail E-Commerce Grows with Social Media Influence but Remains a Secondary Channel

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 Argentina - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premiumisation Remains a Key Trend as Consumers Prioritise Comfort

Clean Wellness and Segmentation Drive Category Growth

Chart 21 - Huggies Launches Premium Diapers For Sensitive Skin

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Declining Birth Rates Are Expected to Have Negative Effect on Nappies/Diapers/Pants

Chart 24 - Analyst Insight for Tissue and Hygiene

Hypermarkets Expected to Win Back Consumers with Promotions and Engaging Shopping Experiences

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Softys and Kimberly-Clark Strengthen Lead as Innovation Offsets Private Label Losses

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Hypermarkets Expand Reach as Price Controls End and Shoppers Seek Variety

E-Commerce Gains Momentum as Older Shoppers Adapt and Platforms Improve

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-argentina/report.