



Euromonitor
International

Menstrual Care in Jordan

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

Top Player, Procter & Gamble, Leverages Value Packs to Drive Affordability and Volume Resilience

Chart 2 - Procter & Gamble Value Pack Always Sanitary Pads

Kimberly-Clark'S Natural Line Addresses Rising Demand for Skin-Safe Innovation

Local Brands Capture Value as Boycotts and Economic Pressures Shift Buying Habits

Chart 3 - Kimberly-Clark Expands Natural Line to Meet Clean Wellness Demand

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Online Platforms to Enable Discreet Purchasing as Young Consumers Prioritise Privacy

Brands to Combine Affordability with Wellness Claims to Gain Consumer Trust

Local Sourcing and Promotions to Strengthen Resilience Amid Economic Pressures

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Adapts Pricing While Local Brands Gain Ground

Chart 9 - Market Insights for Menstrual Care

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Retailers Drive Multipack Sales with Promotions

Online Platforms Accelerate as Privacy and Convenience Shape Buying Habits

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 Jordan - Industry Overview

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Bulk Value-Pack Offerings Boost Affordability and Loyalty

Chart 21 - Nuqul Group Offers Fine Baby Diapers in Mega Saving Bulk Packages

Nappies and Diapers Drive Growth as Essentials Outpace Non-Essentials

Brands Target Sensitive Consumers with Clean Label Launches

Chart 22 - Kimberly-Clark? Expands Natural Line for Clean Wellness Consumers

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands to Win Trust as Affordability Drives Household Choices

E-Commerce and Local Partnerships to Reshape Distribution and Loyalty

Population Ageing and Rising Costs to Inform Product Innovation and Value

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Local Players Capitalise on Affordability to Defend Share

Chart 27 - Analyst Insight for Tissue and Hygiene

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Small Local Grocers Sustain Lead through Bundle Strategies

Retail E-Commerce Accelerates as Families Seek Value and Convenience

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-jordan/report.