



Euromonitor
International

Menstrual Care in China

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

Consumers Trade up for Convenience and Comfort, with Period Pants Performing Well

Nice Princess Contributes to Growth in Towels through Functional Innovation

Chart 2 - Nice Princess Offers Antibacterial and Breathable Cotton-Gauze Protection

Convenience Exemplified by Kit From Mianmian De Yang

Chart 3 - Brand's "All-In-One Cycle Kit" Embodies Menstrual Care Convenience

E-Commerce Leaders Win Trust and Accelerate the Digital Shift

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Quality, Health, and Creating Trust Will Be Important Moving Forward

Chart 7 - Analyst Insight for Menstrual Care

Towels Will Maintain Its Dominance, but Disposable Period Pants Set to See the Most Dynamism

Omnichannel Integration and E-Commerce Partnerships to Redefine Competitive Advantage

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Dominance of Incumbents Eroded as Quality Concerns Hit the Leading Brands

Pressure From Domestic Players Offering Innovation and Digital Marketing

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Struggle to Defend Their Shares

Retail E-Commerce Takes the Lead as Fast Delivery Services Reshape Consumer Loyalty

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 China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Botare Captures Value-Conscious Shoppers as Pricing Pressure Grows

Chart 21 - Botare Exemplifies Affordable Hygiene via Digital, Value-Driven Success.

Retail Tissue Maintains Its Lead, with Vinda Redefining Daily Usability

Chart 22 - Vinda's Half-Sheet Design: Smart Simplification

Acceleration of E-Commerce and Digital Retail

Chart 23 - E-commerce Launch Makes Domyway Hygiene Brand an Instant Hit

Chart 24 - Value Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Retail E-Commerce Platforms to Extend Their Reach as Usage Penetration Climbs

Chart 26 - Analyst Insight for Tissue and Hygiene

Retail Tissue Expected to Sustain Its Lead, but Nappies/Diapers/Pants Will Face Challenges

Adult Incontinence to Accelerate as Regulatory Changes Drive Consolidation

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Vinda and Hengan Respond to Digital Disruption with Brand Resilience

Freemore and Taotaoyangmian Capture Share through Digital Agility

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Supermarkets Loses Ground as Online Channels Attract Value Seekers

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Menstrual Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Menstrual Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-china/report.