



Menstrual Care in Georgia

May 2026

Table of Contents

Menstrual Care in Georgia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Carefree Elevates Value with Premium Innovation

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Carefree Elevates Value with Premium Innovation

Chart 2 - Carefree Offers Enhanced Comfort

Towels Maintains Dominance as Consumers Demand Advanced Protection

Chart 3 - Libresse So Slim Offers Convenience and Comfort

Carefree Responds to 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?

Manufacturers Elevate Towel Formats to Meet Premium Expectations

Younger Consumers Accelerate Tampon Growth through Lifestyle Shifts

Retailers Compete on Price as Shoppers Prioritise Promotions over Brand Loyalty

Chart 7 - Analyst Insight for Menstrual Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Sustains Lead through Portfolio Depth and Innovation

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Pharmacies Boost Sales with Trust and Active Discounting

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 Georgia - Industry Overview

EXECUTIVE SUMMARY

Tissue and Hygiene Sees Robust Growth through Premiumisation and Consumer Preference

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Tissue and Hygiene Sees Robust Growth through Premiumisation and Consumer Preference

Chart 21 - Canbebe Offers Nappies with Botanical Materials and Premium Quality

Carefree Expands Clean-Label Pantyliners, Catering to Health-Focused Demand

Chart 22 - Carefree Presents Pantyliners Free From Unsafe Ingredients

Pampers and Huggies Drive Multi-Pack Expansion to Address Price Sensitivity

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Health Awareness Shape Outlook

Eco-Friendly Sourcing and Transparency Give Players a Competitive Edge

Chart 25 - Analyst Insight for Tissue and Hygiene

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leverages Trusted Hygiene Brands to Extend Its Lead

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Pharmacies Cement Trust by Combining Discounts and Digital Reach

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-georgia/report.