



Menstrual Care in Switzerland

April 2026

Table of Contents

[Menstrual Care in Switzerland - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Organyc Captures Premium Organic Cotton Demand

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Organyc Captures Premium Organic Cotton Demand

Chart 2 - Organyc Organic Cotton Tampons & Pads

Natracare Addresses Environmental Impact through Compostability

Fragrance-Free Hypoallergenic Products Gain Traction

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Reusable Formats and Sustainable Materials Drive Growth

Digital Education Empowers Consumer Choice

Chart 6 - Analyst Insight for Menstrual Care

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Secures Lead as Migros Accelerates Growth in Value-Focused Products

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Expand Reach as E-Commerce Accelerates Growth

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Menstrual Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Menstrual Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Switzerland - Industry Overview](#)

EXECUTIVE SUMMARY

Active Ageing Population Drives Incontinence Growth as Action Entry Intensifies Value Competition

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Active Ageing Population Drives Incontinence Growth as Action Entry Intensifies Value Competition

Kimberly-Clark Expands Renew Programme across European Markets

Chart 20 - Kimberly-Clark Professional Evolves Rightcycle into Renew by Kimberly-Clark Professional

Essity Brands Capture Quality Expectations through Innovation

Chart 21 - A Connected Software Solution for Smart Restroom Servicing

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability Commitments Shape Consumer Choices as Demographics Reshape Category Mix

Active Ageing Population Accelerates Adult Incontinence Expansion

Chart 24 - Analyst Insight for Tissue and Hygiene

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Migros Leverages Consumer Trust to Withstand Private-Label Gains

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets Retain Leadership as E-Commerce Expands in Discreet Categories

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-switzerland/report.