



Menstrual Care in Indonesia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laurier and Charm Drive Value through Bundles and Micro-Packs

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Laurier and Charm Drive Value through Bundles and Micro-Packs

Chart 2 - Bundles win on value and micropacks drive trial

Softex Captures Young Users by Linking Cooling Innovation with Events

Chart 3 - Softex Beary Cool: cooling pads launch at youth-focused event Lalala Fest

Blood Leverages Natural Corn Pads to Win Younger, Eco-Conscious Users

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Expansion into Rural Areas Is Set to Unlock Consumer Demand

Towels Maintain Lead While Disposable Period Pants See Accelerati

Rising Demand for Natural Products Reshapes Brand Strategies

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Uni-Charm and Kao Defend Lead as Blood Grows through Localised Innovation

Chart 9 - Analyst Insight for Menstrual Care

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Traditional Retailers Lead as E-Commerce Gains Traction Through Exclusive Tiktok Promotions

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 Indonesia - Industry Overview](#)

EXECUTIVE SUMMARY

Cussons and Mitu Boost Sales as Affordability Trumps Premium Features

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Cussons and Mitu Boost Sales as Affordability Trumps Premium Features

Chart 21 - Big bundles and micro-packs drive affordability

Confidence Redefines Adult Incontinence as Stigma Fades and Brands Look to Empower Women

Chart 22 - Confidence launches Pants Daily Fresh: breaking stigma and empowering active women 40+

Blood Leverages Clean Wellness Claims to Capture Young Consumers

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Competition and New Entrants Reshape Pricing Dynamics

Premiumisation in Adult Care Accelerates as Social Media Drives Adoption

Affordable Innovation and Natural Claims Broaden Consumer Appeal

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Uni-Charm Indonesia Pt and Softex Indonesia Pt Protect Share as Newcomers Leverage Value

Chart 27 - Analyst Insight for Tissue and Hygiene

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Offline Retailers Hold Ground as Online Rivals Intensify Promotional-Led Growth

Livestream Promotions and Flash Sales Drive Digital Channel Momentum

Blood Leverages Omni-Channel Strategy to Win Young Deal-Seekers

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-indonesia/report.