



Euromonitor
International

Menstrual Care in France

April 2026

Table of Contents

Menstrual Care in France - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Value Sales Slippage Continues as Volume Sales Decline

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Value Sales Slippage Continues as Volume Sales Decline

Chart 2 - Millions of Women in France Experience Period Poverty

Towels Remain Essential as Tampons Lose Relevance and Reusable Products Grow

Love & Green Foregrounds Natural Innovation as Composition Scrutiny Intensifies

Chart 3 - Sustainable Brands Are Viewed Positively by Consumers

Chart 4 - Value Sales of Menstrual Care 2020-2030

Chart 5 - Volume Sales of Menstrual Care 2020-2030

Chart 6 - Value Sales of Menstrual Care by Category 2025

WHAT'S NEXT?

Private Label Set to Gain Ground Amid Value Focus, While Innovation Stalls

Pantyliners Projected to Outpace Towels in Value as Usage Habits Shift

Chart 7 - Analyst Insight for Menstrual Care

Reusable Options Plateau as Hybrid Usage Sets the Norm

Chart 8 - Forecast Value Sales of Menstrual Care 2020-2030

Chart 9 - Forecast Value Sales of Menstrual Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble France Snc Leverages Brand Loyalty as Private Label Intensifies Price Competition

Chart 10 - Company Shares of Menstrual Care 2025

Chart 11 - Brand Shares of Menstrual Care 2025

CHANNELS

Grocery Stores Expand Value Offers as Click-And-Collect Fuels E-Commerce Growth

Chart 12 - Retail Channels for Menstrual Care 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 France - Industry Overview

EXECUTIVE SUMMARY

Premium and Budget Brands Respond to Polarised Consumer Expectations

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premium and Budget Brands Respond to Polarised Consumer Expectations

Chart 21 - Demographic Changes Fuel Retail Adult Incontinence Sales

Menstrual Care Dominates While Adult Incontinence Surges in France

Chart 22 - Value Sales of Tissue and Hygiene 2020-2030

Chart 23 - Value Sales of Tissue and Hygiene by Category 2025

WHAT'S NEXT?

Older Adults Set to Boost Incontinence Demand as Birth Rates Projected to Continue Falling

Chart 24 - Analyst Insight for Tissue and Hygiene

Brands Expected to Respond to Health Concerns by Improving Product Composition

Chart 25 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 26 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Makes Steady Gains as National Brands Lose Ground

Chart 27 - Company Shares of Tissue and Hygiene 2025

Chart 28 - Brand Shares of Tissue and Hygiene 2025

CHANNELS

Grocery Retailers Retain Leading Channel Place as Shoppers Prioritise Value and Convenience

Retail E-Commerce Gains Traction as Click-And-Collect Reshapes Shopping Habits

Discount Stores Attract Value-Focussed Shoppers with Low-Cost Tissue and Hygiene Products

Chart 29 - Retail Channels for Tissue and Hygiene 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-france/report.