



# Menstrual Care in Canada

April 2026

Table of Contents

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

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Retailers Focus on Budget-Focussed Shoppers Amid Polarisation

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

### INDUSTRY PERFORMANCE

Retailers Focus on Budget-Focussed Shoppers Amid Polarisation

Chart 2 - Consumers Look for Affordable Wipes Such as Walmart's Equate Thin Pads with Flexi-Wings

Demand for Sustainability Shapes Brand Listings

Investment into Omnichannel Strategies Assists Emerging Brands

Chart 3 - Canadian Dtc Menstrual Products Brand Alea Protection Embraces E-Commerce

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

### WHAT'S NEXT?

Menstrual Care Set to Experience Recovering Growth

Integration of Omnichannel Strategies to Support Retailers

Period Poverty to Remain a Key Focus for Corporations and Government

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 and Gamble Secures Leadership as Consumer Trust and National Reach Drive Growth

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

### CHANNELS

Health and Beauty Specialists Drive In-Store Loyalty as E-Commerce Gains Ground

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 Canada - Industry Overview](#)

### EXECUTIVE SUMMARY

Brands Balance Premium Push with Demands From Cost-Conscious Consumers

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Brands Balance Premium Push with Demands From Cost-Conscious Consumers

Chart 21 - Canadian Tissues Brand Cascades Launches a New Line of Premium Toilet Paper in 2025

Consumer Demand for Gentle and Clean Wellness Solutions Continues

Chart 22 - Waterwipes Launches New and Improved Sensitive Newborn & Baby Wipes

Sustainable Demands Expand Eco-Friendly Menstrual Care

Chart 23 - Iris + Arlo Organic Pads

Chart 24 - Value Sales 2020-2030

Chart 25 - Value Sales by Category 2025

## WHAT'S NEXT?

Premiumisation to Drive Growth through Retail Tissue and Adult Incontinence

Retailers to Strengthen Omnichannel Strategies as E-Commerce Accelerates

Continued Sustainability Focus to Reshape Product Development and Consumer Loyalty

Chart 26 - Analyst Insight for Tissue and Hygiene

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Procter & Gamble and Kruger Strengthen Brand Leadership through Broad Retail Reach

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Retain In-Store Strength

E-Commerce Accelerates as Direct-To-Consumer Brands Shift Online Shopping Habits

Chart 31 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 32 - Economic Context for Tissue and Hygiene

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 35 - Consumer Context for Tissue and Hygiene

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-canada/report](http://www.euromonitor.com/menstrual-care-in-canada/report).