



Euromonitor
International

Menstrual Care in Lebanon

May 2026

Table of Contents

Menstrual Care in Lebanon - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Carrefour Attracts Budget-Conscious Shoppers with Affordable Private Label Towels

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Carrefour Attracts Budget-Conscious Shoppers with Affordable Private Label Towels

Chart 2 - Carrefour Develops its Own Private Label Towels for Consumers Seeking Affordability

Sanita Freshdays Cotton Pantyliner Meets Clean Label Demand

Chart 3 - Sanita Offers Freshdays Pantyliners Made of Cotton Material at an Affordable Price

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers Will Shift to Online Bundles for Privacy and Savings

Reliance on Traditional Solutions Will Ensure Towels Maintains Its Lead

Retail E-Commerce to Become Increasingly Critical Due to Price Sensitivity

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nana Secures Loyalty as Shoppers Prioritise Reliability and Affordability

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Carrefour and Spinneys Drive Promotions as Shoppers Seek Bundle Deals

E-Commerce Expands Access to Imported and Niche Menstrual Care Products

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 Lebanon - Industry Overview](#)

EXECUTIVE SUMMARY

Households Increasingly Value the Affordability of Larger Packs and Local Brands

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Households Increasingly Value the Affordability of Larger Packs and Local Brands

Happies Ultra Dry Sees Popularity in Nappies/Diapers as Families Seek Value

Chart 20 - Sanita Mega Saving Packs Deliver Affordable Options

Gipsy Wet Wipes Value Pack Captures Demand for Convenient Essentials

Chart 21 - Sanita Leverages the Convenience of its Multipurpose Personal Wipes for Growth

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Robust Value Growth, with the Localisation of Supply Chains Expected

Private Label to Drive Demand, Provided Safety and Functionality Needs Are Met

Dynamism for Adult Incontinence as the Potential Consumer Base Expands

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sanita Leverages Local Trust to Expand Its Share Lead

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Such as Twafeer and Spinneys Drive Bulk Buying

Retail E-Commerce Gains Ground as Households Seek Consistency and Value

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-lebanon/report.