



# Menstrual Care in Honduras

May 2026

Table of Contents

## Menstrual Care in Honduras - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Equate Captures Value-Driven Shoppers as Income Constraints Persist

#### INDUSTRY PERFORMANCE

Equate Captures Value-Driven Shoppers as Income Constraints Persist

Chart 1 - Value Driven Shoppers Boost Private Label Growth

Kotex and Saba Prioritise Anatomical Inclusivity to Meet Evolving Needs

Chart 2 - Health Positioned Innovations Gain Visibility

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Educational Initiatives and Price-Driven Choices to Expand Product Variety

Pantyliners Expected to Sustain Volume Leadership While Towels Accelerate in Value

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Saba and Kotex Counter Value Brand Gains with Targeted Promotions

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

#### CHANNELS

Supermarkets and Discounters Expand Reach with Promotional Offers

Pulperías Sustain Sales as E-Commerce Fails to Gain Traction

Chart 10 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 11 - Economic Context for Menstrual Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 14 - Consumer Context for Menstrual Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

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

### EXECUTIVE SUMMARY

Ahorro Max Captures Shoppers by Blending Price and Quality

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Ahorro Max Captures Shoppers by Blending Price and Quality

Chart 19 - Balancing Price and Performance: Private Labels Strengthen Their Position

Huggies Boosts Growth by Tapping into Preventive Health Demand

Chart 20 - Preventive Health Awareness Shapes Product Preferences

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Private Label Brands Set to Expand as Income Constraints Persist

Demographic Shifts to Drive Premiumisation and Innovation in Wipes and Adult Care

Affordability Expected to Reshape the Future Landscape

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Kimberly-Clark Leverages Heritage and Broad Reach to Sustain Leadership

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

## CHANNELS

Supermarkets and Discounters Expand Reach as Pulperías Loses Ground

Omnichannel Strategies Remain Niche as E-Commerce Fails to Scale

Chart 27 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-honduras/report](http://www.euromonitor.com/menstrual-care-in-honduras/report).