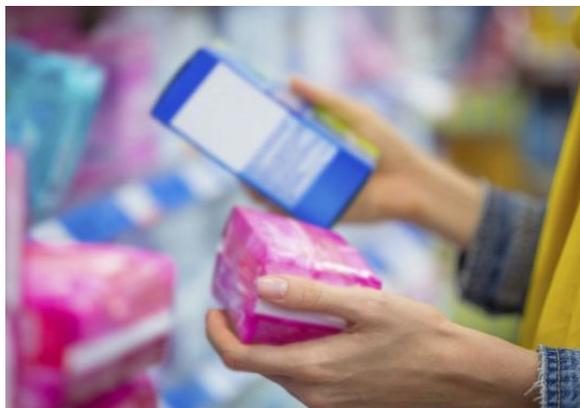


Feminine Hygiene and Sanitary Protection Products - UK - March 2016

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“The feminine hygiene and sanitary protection category has grown slowly and steadily in recent years, driven by the feminine hygiene and incontinence sectors. The category has seen a rise in recorded advertising expenditure, with recent campaigns focusing on empowerment as a theme, whilst NPD has also been increased, contributing to overall growth of the market.”

– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Breaking down taboos
- The shopping experience can be optimised
- Empowering campaigns have dominated in 2015

The feminine hygiene, adult incontinence and sanitary protection category has seen slow and steady growth in recent years, driven by a rise in recorded advertising spend as well as NPD.

The category is likely to continue to enjoy growth in the future, buoyed by an ageing population in greater need of incontinence products. This is in addition to a number of advertising campaigns on the theme of female empowerment, and the growing acceptability of conversations around women's issues and menstruation.

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