

## Feminine Hygiene and Sanitary Protection Products - UK - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The UK’s ageing population has helped to create a fast-growing incontinence products market. That rosy picture doesn’t extend to the sanitary protection and feminine hygiene categories, however. The former is contending with a long-term fall in sales, while the latter is struggling to really convince consumers as to what benefits they can offer.”

– **Hera Crossan, Research Analyst**

This report looks at the following areas:

- **Ageing consumers will power incontinence category for years to come**
- **Feminine hygiene brands could reinvigorate their approach to re-engage consumers**

Growth in the feminine hygiene, sanitary protection and incontinence products market has remained relatively slow, falling from 2.5% in 2017 to an estimated 1.3% in 2018, taking the overall market to £484 million. The incontinence products category remains the growth engine of the market, increasing by an estimated 9.6% in 2018 and offsetting another estimated 5.2% fall in the larger sanitary protection category.

The UK’s ageing population is projected to act as a major driver of growth in the incontinence products category in the long term, while the feminine hygiene category continues to face issues with fluctuating sales and disengaged consumers. The long-term decline in value sales of sanitary protection products shows little sign of abating, and the 5% price cuts implemented by supermarkets over the past year have exacerbated the fall.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know  
 Products covered in this Report  
 Feminine hygiene products  
 Adult incontinence  
 Excluded

### Executive Summary

#### The market

##### Incontinence category props up overall growth

Figure 1: Best- and worst-case forecast of UK value sales of feminine hygiene, sanitary protection and adult incontinence products, 2013-23

##### Companies and brands

##### Refresh for Femfresh pays dividends

Figure 2: Retail value sales of feminine hygiene products, by brand, year ending October 2018

##### Value sales fall across sanitary protection category

Figure 3: Retail value sales of sanitary protection products, by brand, year ending October 2018

##### Tena continues to dominate incontinence category

Figure 4: Retail value sales of adult incontinence products, by brand, year ending October 2018

#### The consumer

##### Percentage of women menstruating rises across most age groups

Figure 5: Menstruation status in the last 12 months, by age, 2017 and 2018

##### Popularity gap widens between pads and tampons

Figure 6: Sanitary protection product usage, 2017 and 2018

##### Young women buy branded, while mothers go for own-label

Figure 7: Types of sanitary protection products purchased, branded vs own-label, October 2018

##### Sanitary protection buyers keenly price-focused

Figure 8: Behaviours around buying sanitary protection products, October 2018

##### Feminine hygiene products still not seen as essential

Figure 9: Usage of feminine hygiene products in the last 12 months, 2017 and 2018

##### Younger consumers see greater use for feminine hygiene products

Figure 10: Correspondence analysis of perceptions of feminine hygiene products, October 2018

##### Incontinence affects all age groups

Figure 11: Frequency of experiencing incontinence, by age, October 2018

##### Women experience incontinence more than men

##### Men less likely to use incontinence products

Figure 12: Usage of incontinence products, by gender, October 2018

##### Panty liners used as all-purpose products

##### Stigma towards incontinence not yet removed

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Figure 13: Attitudes towards incontinence, October 2018

What we think

## Issues and Insights

Ageing consumers will power incontinence category for years to come

The facts

The implications

Feminine hygiene brands could reinvigorate their approach to re-engage consumers

The facts

The implications

## The Market – What You Need to Know

Incontinence category props up overall growth

Fall in sanitary protection sales weighs on market

Recovery for feminine hygiene category

Tampon Tax price cuts affect value sales growth in supermarkets

Ageing population pushes sanitary protection down, incontinence up

Period poverty issue makes its mark in sanitary protection

Brands need to be aware of risks of environmental taxes

## Market Size and Forecast

Incontinence category props up overall growth

Figure 14: UK retail value sales of feminine hygiene, sanitary protection and adult incontinence products, at current and constant prices, 2013-23

Market growth set to continue

Figure 15: Best- and worst-case forecast of UK value sales of feminine hygiene, sanitary protection and adult incontinence products, 2013-23

Forecast methodology

## Market Segmentation

Incontinence product sales growing

Figure 16: UK retail value sales of feminine hygiene, sanitary protection and adult incontinence products, 2016-18

Fall in sanitary protection sales weighs on market

Recovery for feminine hygiene category

## Channels to Market

'Tampon Tax' price cuts affect value sales growth in supermarkets

Figure 17: UK retail value sales of feminine hygiene, sanitary protection and adult incontinence products, by outlet type, 2016-18

## Market Drivers

Ageing population pushes sanitary protection down, incontinence up

Figure 18: Trends in the age structure of the UK population, by gender, 2013-23

Declining birth rate could buoy sanitary protection...

...but detract from incontinence segment

Figure 19: Trends in number of live births (thousands) and mean age of mothers at the birth of their child, England and Wales, 2006-17

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## Obesity rates could fall, impacting incontinence

Figure 20: Trends in BMI, England, 1995-2016

## Usage of oral contraception falling

Figure 21: Contraceptive prescription items dispensed in the community (England), 2011-17

## Brexit and QE unwinding are dark clouds gathering

Figure 22: Trends in current financial situation compared to a year ago, July 2011-October 2018

## Period poverty issue makes its mark in sanitary protection

Figure 23: Tampon Taxi initiative by Project Period, November 2018

## Brands need to be aware of risks of environmental taxes

### Companies and Brands – What You Need to Know

Refresh for Femfresh pays dividends

Tena continues to dominate incontinence category

Incontinence NPD is a growing focus

Ethical challenger brands active in NPD

P&G's adspend cut weighs on category overall

TV now almost completely dominant

Femfresh highly recommended

### Market Share

Refresh for Femfresh pays dividends

Figure 24: Retail value sales of feminine hygiene products, by brand, years ending October 2016-18

Value sales fall across sanitary protection category

Figure 25: Retail value sales of sanitary protection products, by brand, years ending October 2016-18

Tena continues to dominate incontinence category

Figure 26: Retail value sales of adult incontinence products, by brand, years ending October 2016-18

### Launch Activity and Innovation

Incontinence NPD is a growing focus

Figure 27: New product development in the UK feminine hygiene, sanitary protection and adult incontinence market, by product segment, January 2015-October 2018

Male incontinence begins growing as NPD focus

Figure 28: Examples of men's product launches in the adult incontinence protection market, 2018

NPD increasingly targets ethical concerns

Figure 29: New product development in the UK feminine hygiene, sanitary protection and adult incontinence market, by launch type, 2017

Essity grows its incontinence lines

Figure 30: New product development in the UK feminine hygiene, sanitary protection and adult incontinence products market, by ultimate company, January 2017-October 2018

Feminine hygiene products

Femfresh extends, while Vagisan adspends

Figure 31: NPD in the feminine hygiene market, 2017-18

Own-label NPD fluctuates

Figure 32: New product development in the UK female hygiene market, branded versus own-label, January 2015-October 2018

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Figure 33: Examples of own-label product launches in the feminine hygiene market, 2017-18

## More odour-neutralising claims in feminine hygiene

Figure 34: Top five claims in the UK feminine hygiene market (based on 2017), 2016 vs 2017

Figure 35: Examples of products with skin and odour-neutralising claims in the feminine hygiene market, 2017-18

Figure 36: YES organic intimate product range, 2018

## Sanitary protection products

### Ethical challenger brands active in NPD

Figure 37: Examples of new packaging launches in the sanitary protection market, 2018

### Brands use on-pack promotions

Figure 38: Examples of products with on-pack promotions in the sanitary protection market, 2017-18

### Own-label NPD trends upwards

Figure 39: New product development in the UK sanitary protection market, branded versus own-label, January 2015-October 2018

Figure 40: Own-label panty liner NPD in the sanitary protection market, 2017-18

### Environmental claims rise in importance

Figure 41: Top five claims in the UK sanitary protection market (based on 2017), 2016 vs 2017

Figure 42: Examples of ethically focused NPD in the sanitary protection market, 2018

### Sanitary protection innovation picks up

Figure 43: Lily Cup by Intimina collapsible, 2018

Figure 44: D. by Dame starter pack, 2018

Figure 45: Flex disc by The Flex Company, 2018

Figure 46: Tampliner by Callaly, 2018

## Adult incontinence products

### NPD targets convenience

Figure 47: Examples of new product and new formulation launches in the adult incontinence product market, 2017-18

### Own-label NPD stays active

Figure 48: New product development in the UK adult incontinence market, branded versus own-label, January 2015-October 2018

Figure 49: Examples of new product and new formulation own-label launches in the adult incontinence product market, 2017-18

### Time/speed claims respond to needs of older consumers

Figure 50: Top five claims in the UK adult incontinence protection market (based on 2017), 2016-17

Figure 51: Examples of new product and new formulation launches with time/speed claim in the adult incontinence product market, 2017-18

### Brands helping consumers to make lifestyle changes

Figure 52: Elvie Trainer, 2018

Figure 53: Light's by Tena's My Pelvic Floor Fitness app, January 2018

## Advertising and Marketing Activity

### Incontinence segment drives category adspend

Figure 54: Total above-the-line, online display and direct mail advertising expenditure on sanitary protection, feminine hygiene and adult incontinence products, by category, January 2015-October 2018

### P&G adspend cut weighs on category overall

Figure 55: Recorded above-the-line, online display and direct mail total advertising expenditure on feminine hygiene, sanitary protection and incontinence products, by leading companies (based on 2018), January 2015-October 2018

### TV now almost completely dominant

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Figure 56: Recorded above-the-line, online display and direct mail total advertising expenditure on the feminine hygiene, sanitary protection and adult incontinence market, by media type, January 2015-October 2018

## Tena targets newer demographics

Figure 57: Tena Lady Discreet advert, March 2018

## Lights by Tena aims at active women

Figure 58: Lights by Tena trampoline class TV advert, July 2018

## 2018 saw more ethical campaigns

Figure 59: Always #EndPeriodPoverty participation campaign, November 2018

## Femfresh joins the ethical advertising trend

Figure 60: Femfresh #SheTalks campaign, April 2018

## Vagisan also talks openly

Figure 61: Jenny Eclair in Vagisan commercial, 2018

## Nielsen Ad Intel coverage

## Brand Research

### Brand map

Figure 62: Attitudes towards and usage of selected brands, November 2018

### Key brand metrics

Figure 63: Key metrics for selected brands, November 2018

### Bodyform seen as offering good value

Figure 64: Attitudes, by brand, November 2018

### Femfresh regarded as ethical

Figure 65: Brand personality – macro image, November 2018

### Tena risks alienating younger crowd

Figure 66: Brand personality – micro image, November 2018

### Brand analysis

#### Consumers proud to be associated with Always

Figure 67: User profile of Always, November 2018

#### Bodyform reaches younger and lower-income consumers

Figure 68: User profile of Bodyform, November 2018

#### Femfresh comes highly recommended

Figure 69: User profile of Femfresh, November 2018

#### Tena nears household name status

Figure 70: User profile of Tena, November 2018

#### Vagisil seen as caring about health and wellbeing

Figure 71: User profile of Vagisil, November 2018

#### Attends well positioned for growth

Figure 72: User profile of Attends, November 2018

## The Consumer – What You Need to Know

Percentage of women menstruating rises across most age groups

Popularity gap widens between pads and tampons

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- Sanitary protection buyers keenly price-focused
- Feminine hygiene products still not an essential
- Younger consumers see greater use for feminine hygiene products
- Incontinence affects all age groups
- Women experience incontinence more than men
- Men less likely to use incontinence products
- Panty liners used as 'all-purpose' products
- Stigma towards incontinence not yet removed

## Menstruation Status

- Percentage of women menstruating rises across most age groups  
Figure 73: Menstruation status in the last 12 months, by age, 2017 and 2018

## Usage of Sanitary Protection Products

- Popularity gap widens between pads and tampons  
Figure 74: Usage of sanitary protection products, 2017 and 2018
- Reusables yet to dent lead of disposable products

## Types of Sanitary Protection Products Purchased

- Young women buy branded, while mothers go for own-label  
Figure 75: Types of sanitary protection products purchased, branded vs own-label, October 2018  
Figure 76: Types of sanitary protection products purchased, branded vs own-label, by age, October 2018

## Behaviours around Buying Sanitary Protection Products

- Sanitary protection buyers keenly price-focused  
Figure 77: Behaviours around buying sanitary protection products, October 2018
- Online sales have little penetration as yet  
Figure 78: Freda period care subscription, 2018

## Usage of Feminine Hygiene Products

- Feminine hygiene products still not an essential  
Figure 79: Usage of feminine hygiene products in the last 12 months, 2017 and 2018
- Brands must re-engage consumers in feminine hygiene  
Figure 80: Usage of feminine hygiene products in the last 12 months, by age, October 2018

## Perception of Feminine Hygiene Products

- A need to shake off the unnecessary tag  
Figure 81: Correspondence analysis of perceptions of feminine hygiene products, October 2018
- Intimate wipes viewed more positively among young people  
Figure 82: Perceptions associated with feminine hygiene products, October 2018
- Threats could come from outside the category  
Figure 83: Body Hero shower oil by Glossier, 2018

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## Adult Incontinence Status

### Incontinence affects all age groups

Figure 84: Frequency of experiencing incontinence, by age, October 2018

### Women experience incontinence more than men

Figure 85: Women's frequency of experiencing incontinence, by age, October 2018

Figure 86: Men's frequency of experiencing incontinence, by age, October 2018

## Usage of Adult Incontinence Products

### Men less likely to use incontinence products

Figure 87: Usage of incontinence products, by gender, October 2018

### Panty liners used as all-purpose products

Figure 88: Age breakdown of incontinence sufferers who do not use incontinence products, October 2018

## Attitudes towards Adult Incontinence

### Stigma towards incontinence not yet removed

Figure 89: Attitudes towards adult incontinence, October 2018

Figure 90: Agreement that there is a stigma around discussing incontinence, by age, October 2018

### Brands help consumers help themselves

Perceptions of incontinence change with experience

## Appendix – Data Sources, Abbreviations and Supporting Information

### Abbreviations

### Consumer research methodology

### Forecast methodology

### Correspondence analysis methodology

## Appendix – The Market

Figure 91: Best- and worst-case forecast of UK value sales of feminine hygiene products, 2013-23

Figure 92: Best- and worst-case forecast of UK value sales of sanitary protection products, 2013-23

Figure 93: Best- and worst-case forecast of UK value sales of adult incontinence products, 2013-23

## Appendix – Companies and Brands

Figure 94: New product development in the UK feminine hygiene market, by launch type, January 2015-October 2018

Figure 95: New product development in the UK sanitary protection market, by launch type, January 2015-October 2018

Figure 96: New product development in the UK adult incontinence market, by launch type, January 2015-October 2018

Figure 97: Recorded above-the-line, online display and direct mail total advertising expenditure on feminine hygiene market, by media type, January 2015-October 2018

Figure 98: Recorded above-the-line, online display and direct mail total advertising expenditure on sanitary protection market, by media type, January 2015-October 2018

Figure 99: Recorded above-the-line, online display and direct mail total advertising expenditure on adult incontinence market, by media type, January 2015-October 2018

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