

Menstrual Care in Singapore

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Menstrual Care in Singapore - Category analysis

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2024 DEVELOPMENTS

Consumers opt for comfort and a sense of security in menstrual care Growing attention to eco-conscious products continues Cooling scents remain popular due to the hot climate in the country

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Premiumisation trends will become stronger in line with improving economy Rising eco-awareness will continue to influence product developments Reusable menstrual care set to become increasingly in demand

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