



Menstrual Care in Singapore

February 2024

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Menstrual Care in Singapore - Category analysis

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2023 DEVELOPMENTS

Slim/Thin/Ultra-thin towels achieve highest value growth in 2023 due to prioritisation of convenience and mobility

Clean features continue to perform well, while herbal offerings remain unpopular

Cooling scents are popular to reduce odours, while herbal offerings remain unpopular

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Security assurance remains key driver of innovation

Brands to expand portfolio with unique offerings to support feminine care and women's health

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DISCLAIMER

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