



Euromonitor
International

Menstrual Care in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slim/thin/ultra-thin towels are still the main driver of growth for menstrual care
- Menstrual care remains a fragmented category
- Pant-format towels continue to see rapid growth thanks to further penetration and expansion into more usage scenarios

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

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