



Menstrual Care in Peru

March 2024

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Menstrual Care in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standard towels grow marginally in retail volume as price points rise
Night towels drive growth as awareness and interest among consumers rises
Kimberly Clark launches the first pantyliner with a pH indicator

PROSPECTS AND OPPORTUNITIES

Awareness of eco-friendly options is increasing, however, growth will be minimal
Pricing and marketing remain key strategies for players in sanitary towels
Pantyliners continue to grow, while tampons remain a niche product

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DISCLAIMER

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