

Menstrual Care in Ireland

March 2025

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Menstrual Care in Ireland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Menstrual care maintains steady growth despite cost of living pressures Procter & Gamble (Mfg) Ireland solidifies its lead as private label gains share Modern channel plays a key role in menstrual care

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Menstrual health awareness and innovative focus will drive category forward E-commerce channel will be supercharged by subscription-based services Sustainability will remain at forefront of innovations

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