



# Menstrual Care in Austria

March 2024

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## Menstrual Care in Austria - Category analysis

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#### 2023 DEVELOPMENTS

Pantyliners continue to lead sales, thanks to their versatility  
Growing competition from reusable options challenges sales of tampons  
Johnson & Johnson retains its lead, thanks to its well-established brands

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Ageing population and growing interest in reusable products will challenge sales  
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