



Menstrual Care in the Netherlands

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Menstrual Care in the Netherlands - Category analysis

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2023 DEVELOPMENTS

Government initiatives tackle menstruation poverty in 2023 with consideration given to extending municipal activities to the national level

Washables and other reusable products driven by environmental concerns and longer-term cost savings

Lack of innovation and manufacturer focus on disposable products puts negative pressure on growth

PROSPECTS AND OPPORTUNITIES

Fewer hormonal contraceptives boost demand for standard towels

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DISCLAIMER

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