



Menstrual Care in Taiwan

March 2024

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Menstrual Care in Taiwan - Category analysis

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2023 DEVELOPMENTS

Inflationary pressures boost value growth in a mature market

Slim/thin/ultra-slim towels with wings remains major battlefield in menstrual care

United Charm Co Ltd continues to hold sway, while local player KiraKira launches range of innovative new products

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International brands will continue to dominate sales

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DISCLAIMER

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