



# Menstrual Care in Taiwan

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value sales in menstrual care supported by high prices, while volume remains in a slump  
United Charm Co Ltd maintains its lead thanks to the success of its Sofy brand across menstrual care categories  
Health and beauty specialists maintains the largest sole distribution share, while e-commerce continues to grow

PROSPECTS AND OPPORTUNITIES

Menstrual care is anticipated to show a relatively low CAGR overall, with a strong performance expected for tampons  
International brands will remain strong, with smaller local players benefitting from niche developments  
E-commerce will continue to grow as a strong sales channel

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Tissue and Hygiene in Taiwan - Industry Overview

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