



# Menstrual Care in Indonesia

February 2024

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## Menstrual Care in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demographic shifts support overall category growth in 2023

Uni-Charm remains on top, with Kao and Softex next in line

Standard towels continues to dominate in face of rising production costs

#### PROSPECTS AND OPPORTUNITIES

Future growth driven by rising standards of living, with rural Indonesia offering high potential

Pantyliners and towels gain ground but suffer from low awareness

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