



Menstrual Care in India

May 2024

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2023 DEVELOPMENTS

Menstrual care witnesses further dynamic growth, driven by regular users and rising hygiene awareness

Procter & Gamble continues to lead menstrual care

Menstrual hygiene awareness initiatives and government schemes help expand the consumer base and drive demand

PROSPECTS AND OPPORTUNITIES

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More brands expected to offer natural and organic menstrual care products

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DISCLAIMER

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