



# Menstrual Care in Mexico

April 2024

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## Menstrual Care in Mexico - Category analysis

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#### 2023 DEVELOPMENTS

Players continue to use gift-based promotions to push sales  
Recent legislation positively impacts menstrual care  
Menstrual care brands shift their marketing campaigns towards advocacy for education

#### PROSPECTS AND OPPORTUNITIES

Environmental concerns drive innovations, but also represent a big future challenge  
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