



Euromonitor
International

Menstrual Care in Estonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong demand for slim/thin/ultra-thin towels with wings as they offer comfort, protection, and discretion
Procter & Gamble leads, offering widely available and trusted brands
Convenience, competitive pricing, and frequent promotions ensure supermarkets lead

PROSPECTS AND OPPORTUNITIES

Slight decline due to demographic changes and shifting consumer habits
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Innovation will focus on comfort, eco-friendliness, and smart technology

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Tissue and Hygiene in Estonia - Industry Overview

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DISCLAIMER

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