

# Menstrual Care in South Africa

March 2024

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#### Menstrual Care in South Africa - Category analysis

# **KEY DATA FINDINGS**

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Consumers turn to more affordable menstrual care amid high inflation Menstrual care diversifies into reusable offers Towels with wings start to gain ground from pantyliners

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Adding specific value is key to gaining share, while category is set to see new entries Private label options boost affordability of towels Specialised products to account for higher sales value increases

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