

# Menstrual Care in Peru

March 2024

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## Menstrual Care in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Standard towels grow marginally in retail volume as price points rise  
Night towels drive growth as awareness and interest among consumers rises  
Kimberly Clark launches the first pantyliner with a pH indicator

#### PROSPECTS AND OPPORTUNITIES

Awareness of eco-friendly options is increasing, however, growth will be minimal  
Pricing and marketing remain key strategies for players in sanitary towels  
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