

Menstrual Care in the US

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Persisting inflationary concerns remain prevalent in menstrual care, with lifestyle implications skewing sales performance
- Indie brands form coalition to fight menstrual care sales tax
- Sustainable materials hold promise, with increased retailer buy-in

PROSPECTS AND OPPORTUNITIES

- Away-from-home distribution can expand brand penetration and consumer awareness
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