

Menstrual Care in Serbia

March 2024

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Menstrual Care in Serbia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sanitary towels are most common option among Serbians Procter & Gamble leads in menstrual care Tampons gain appeal from small base

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Consumers to remain price sensitive in initial years Competition is expected to heat up Conservative choices will drive sales of towels

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