

# Sanitary Protection in Australia

March 2023

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# Sanitary Protection in Australia - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Alternative period solutions constrain sales in sanitary protection Tampons records the strongest decline, due to potential negative effects Sustainability becomes a central topic

# PROSPECTS AND OPPORTUNITIES

Reusable period care products to further erode consumption in sanitary protection Towels are becoming thinner and more environmentally-friendly Destigmatisation and promotion of equality to act as catalysts for the growth of sanitary protection

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