Sanitary Protection in Indonesia

March 2023

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2022 DEVELOPMENTS
Growth of urban middle class fuels growth for sanitary products
Leading players focus on value-added products, with focus on odour control, coolness and eco-friendly options
Slim, thin and ultra-thin towels see greatest uplift in demand, with pants format gaining traction

PROSPECTS AND OPPORTUNITIES
Healthy growth expected, supported by rising penetration in rural areas and a growing sophistication of demand in urban centres
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