

Menstrual Care in Sweden

March 2024

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2023 DEVELOPMENTS

Higher retail price points alter consumer behaviour in 2023

Procter & Gamble retains the lead while top players focus on efficacy improvements to attract consumers and to enable them to differentiate

Sustainability increasingly characterises manufacturers' activities and consumer purchases

PROSPECTS AND OPPORTUNITIES

Uncertain outlook weakens consumer sentiment and stimulates a change in buying habits and sales channels

Shift away from retail sales due to the provision of free menstrual care products in workplaces, educational establishments and public buildings

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DISCLAIMER

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