

Menstrual Care in Morocco

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Menstrual Care in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing awareness of menstrual care products drives growth in 2023 Standard towels benefit from lower prices, driving the strongest retail volume growth Novatis Group SA takes the lead from Procter & Gamble with its Mia brand

PROSPECTS AND OPPORTUNITIES

Low penetration creates strong opportunities for ongoing growth Pantyliners record strong retail value growth, while tampons face challenges Ultra-thin towels gain ground as consumers seek convenience and comfort

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