

Menstrual Care in India

May 2024

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2023 DEVELOPMENTS

Menstrual care witnesses further dynamic growth, driven by regular users and rising hygiene awareness

Procter & Gamble continues to lead menstrual care

Menstrual hygiene awareness initiatives and government schemes help expand the consumer base and drive demand

PROSPECTS AND OPPORTUNITIES

Menstrual care has strong growth potential in the forecast period

Offline retailers to remain a major channel of distribution, while retail e-commerce is on the rise

More brands expected to offer natural and organic menstrual care products

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DISCLAIMER

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