

# Menstrual Care in Mexico

April 2024

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Players continue to use gift-based promotions to push sales

Recent legislation positively impacts menstrual care

Menstrual care brands shift their marketing campaigns towards advocacy for education

#### PROSPECTS AND OPPORTUNITIES

Environmental concerns drive innovations, but also represent a big future challenge

The scope of menstrual care keeps expanding, with more complementary products in the space

Menstrual poverty is a big strain on society: There are opportunities to grow and improve people's lives

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