

Menstrual Care in Ukraine

March 2024

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Menstrual Care in Ukraine - Category analysis

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2023 DEVELOPMENTS

Decline in female population negatively impacts market

Slim/thin/ultra-thin towels with wings show strongest performance

Procter & Gamble Ukraine TOV is the leader in the market

PROSPECTS AND OPPORTUNITIES

Active lifestyles set to drive intimate wipes and tampons sales growth

Continued shift to slim/thin/ultra-thin towels with wings

Pantyliners will experience growth driven by the emphasis on daily hygiene and comfort

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