

Menstrual Care in Japan

March 2024

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Menstrual Care in Japan - Category analysis

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2023 DEVELOPMENTS

Volumes fall as prices rise in 2023 Brands encourage a shift to slim/thin/ultra-thin towels Unicharm has an inimitable presence

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In addition to changing demographics, expansion of washable menstrual underwear could threaten growth From products in a silo to holistic femcare

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