

Menstrual Care in Croatia

March 2024

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Menstrual Care in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising prices impact volume sales in 2023 Pantyliners benefit from increased consumer awareness and wider distribution Procter & Gamble leads; however, private label continues to gain ground

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Limited growth in a maturity product area Rising importance of eco-friendly options Private label to benefit from its favourable pricing and innovation

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