

# Menstrual Care in Colombia

February 2024

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#### Menstrual Care in Colombia - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

The economic landscape gains ground in line with reduced disposable incomes Use of tampons rises, while women in Colombia prefer tampons without applicators Brands focus on removing the stigma of periods, opening the conversation between sexes

#### PROSPECTS AND OPPORTUNITIES

Price competition to strengthen over the forecast as economic offerings rise Reuseable products are emerging, but a preference for convenience challenges growth Discretion and convenience are key to product innovation across the forecast period

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