

# 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  
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