



Euromonitor
International

Menstrual Care in Spain

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Menstrual Care in Spain - Category analysis

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2023 DEVELOPMENTS

Unit prices continue to rise in 2023 despite tax reduction on menstrual care products

Private label thriving as retailers focus on quality as well as affordability

Mixed performances seen across menstrual care in 2023

PROSPECTS AND OPPORTUNITIES

Rapid transition to reusable products is expected in the forecast period thanks to new initiative

Health and beauty specialist will remain a strong channel

Innovation set to be driven by sustainability concerns among manufacturers and consumers

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DISCLAIMER

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