



Menstrual Care in Austria

March 2024

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Menstrual Care in Austria - Category analysis

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2023 DEVELOPMENTS

Pantyliners continue to lead sales, thanks to their versatility
Growing competition from reusable options challenges sales of tampons
Johnson & Johnson retains its lead, thanks to its well-established brands

PROSPECTS AND OPPORTUNITIES

Ageing population and growing interest in reusable products will challenge sales
Sustainability will remain a core issue, shaping new product development
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DISCLAIMER

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