



Euromonitor  
International

# Menstrual Care in Taiwan

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## Menstrual Care in Taiwan - Category analysis

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#### 2023 DEVELOPMENTS

Inflationary pressures boost value growth in a mature market

Slim/thin/ultra-slim towels with wings remains major battlefield in menstrual care

United Charm Co Ltd continues to hold sway, while local player KiraKira launches range of innovative new products

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