

Menstrual Care in the Philippines

March 2024

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Menstrual Care in the Philippines - Category analysis

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2023 DEVELOPMENTS

Focus on menstrual health education

Charmee leads the way in driving popularity of menstrual pants in the Philippines

Product bundling helps to boost sales via e-commerce platforms

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Educational initiatives will expand awareness of sanitary protection products

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Innovative features and pricing will be key determinants of brand choices

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DISCLAIMER

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