

# Menstrual Care in Indonesia

February 2024

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## Menstrual Care in Indonesia - Category analysis

### KEY DATA FINDINGS

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Demographic shifts support overall category growth in 2023

Uni-Charm remains on top, with Kao and Softex next in line

Standard towels continues to dominate in face of rising production costs

#### PROSPECTS AND OPPORTUNITIES

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Pantyliners and towels gain ground but suffer from low awareness

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