



Menstrual Care in Mexico

April 2024

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Menstrual Care in Mexico - Category analysis

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2023 DEVELOPMENTS

Players continue to use gift-based promotions to push sales
Recent legislation positively impacts menstrual care
Menstrual care brands shift their marketing campaigns towards advocacy for education

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Environmental concerns drive innovations, but also represent a big future challenge
The scope of menstrual care keeps expanding, with more complementary products in the space
Menstrual poverty is a big strain on society: There are opportunities to grow and improve people's lives

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DISCLAIMER

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