

Menstrual Care in Colombia

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Menstrual Care in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The economic landscape gains ground in line with reduced disposable incomes
Use of tampons rises, while women in Colombia prefer tampons without applicators
Brands focus on removing the stigma of periods, opening the conversation between sexes

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Price competition to strengthen over the forecast as economic offerings rise
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DISCLAIMER

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