

A business case for selling reusable menstrual health products in the Global South

October 2023



This document presents the business potential of selling reusable menstrual products in the Global South

This business case aims at sharing the impact and business potential of reusable solutions, which are currently not widely available on the market

- This document builds on a recent Hystra report supported by the Bill & Melinda Gates Foundation: « [Scaling Up Access to Menstrual Health in the Global South: Improving product quality and access to reusable options](#) » and is based on **several sources**:
 - A **market analysis** based on secondary research on eight countries in South Asia and Africa¹
 - **Qualitative consumer insight** research on menstruators from Bangladesh, Pakistan, India, Kenya, and Senegal²
 - **Case studies on eight market-based pioneers** selling quality menstrual products to Global South menstruators
- Its objective is to present:
 1. **The business and impact potential** for commercial sales of reusable menstrual products in the Global South
 2. **Approaches required to sell these products** in a cost-effective way

It targets any organization willing to explore sales of reusable menstrual products in the Global South

- This document is a first step for organizations willing to explore **launching sales** of menstrual reusable products
- In particular, it targets:
 - **Multinational femcare companies** already selling feminine hygiene products willing to diversify their product portfolio, capture a new market and take a more menstruator-centric approach
 - **National and regional companies of the Global South**, already serving low-income consumers, willing to expand their inclusive portfolio
 - **Hybrid or non-profit organizations** willing to leverage financially sustainable channels to improve access to menstrual products

This document was prepared by Hystra with support from the Bill & Melinda Gates Foundation

Hystra is a strategy consulting firm specialized in inclusive business, whose mission is to scale innovative market-based approaches addressing critical social and environmental challenges in the Global South, with a focus on low-income populations – more about Hystra [here](#)

¹ Africa: Ethiopia, Kenya, Nigeria, Senegal, and South Africa. South Asia: India, Pakistan, and Bangladesh. ² Led by Bopinc in 2023 for this report (by Dalberg in India)

Executive summary (1/2)

1. Reusable menstrual products in the Global South represent an untapped market opportunity of at least 800 million menstruators, with limited cannibalization of disposable product sales

i. Reusable products have significant market potential in the Global South

- In the Global South, at least a billion menstruators either do not use purpose-made menstrual health and hygiene (MHH) solutions, or only partially¹
- Consumer insights in six low-income markets show high interest for reusable products, including over disposable ones (60% of menstruators' first product choices go to reusable when they are informed of product's features and prices) and existing donation programs demonstrate sustained use once tried (e.g., 95% of Safepads users in a program in Lao use the pads regularly)
- In addition, menstrual cups can be sold profitably at \$3.1 today (e.g., by Sirona in India), and reusable pads at \$1 (e.g., by Afripads in Uganda), prices that match the declared willingness to pay of menstruators for such products²
- Consumer research shows that 60% of menstruators' first choices go to reusable products: that would represent 1 billion menstruators among the 1.7 billion menstruators in the Global South, and, taking out the 20% of menstruators not able to afford commercial products, the total market for reusable menstrual products could thus represent 800 million menstruators today³

ii. Reusable products would not cannibalize the market for disposable pads in the Global South, or much less than in the Global North

- While penetration rate of disposable pads is increasing at a fast pace (with disposable sanitary products' sales projected to grow at a CAGR of 14.8% between 2022 and 2016⁴ in the Global South), they are not (and will not be) fully serving all menstruators given affordability challenges
- Since menstruators use a range of options within and between menstruations, reusable products would likely become a complement rather than a substitute to disposable pads for most users
- Thus, while reusable products cannibalize disposable products sales in the Global North (as penetration was already close to 100%), it mostly addresses an untapped market in the Global South and is thus a net growth opportunity, including for disposable pad brands

iii. Reusable products would help companies meet their environmental and social objectives

- Reusable menstrual products have the potential to help more menstruators access proper MHH management for the first time, improving women empowerment
- Reusable menstrual products have a much smaller environmental impact than disposable pads, helping MHH products companies limit their environmental footprint

Executive summary (2/2)

2. Scaling these new products in markets of the Global South is not without challenges, but innovative best practices show the way forward

- i. Both types of products involve challenges around marketing, distribution, and to a lesser extent, product design
 - Menstruators usually have low awareness on reusable products, and when they discover them, they show concerns around hygiene, comfort and convenience
 - The higher upfront cost compared to buying reusable pads represents a financial risk for interested prospects
 - Usage can also be challenging, with difficulty to master insertion techniques for the cup and the need to find solutions to wash and dry reusable pads discretely
- ii. Best practices by existing companies show it is possible to overcome these challenges:
 - Marketing and handholding: Make these new products appealing to menstruators and support adoption
 - Product design: Ensure products' quality and overcome usage barriers via improved design
 - Distribution: Explore promising distribution channels to scale up access

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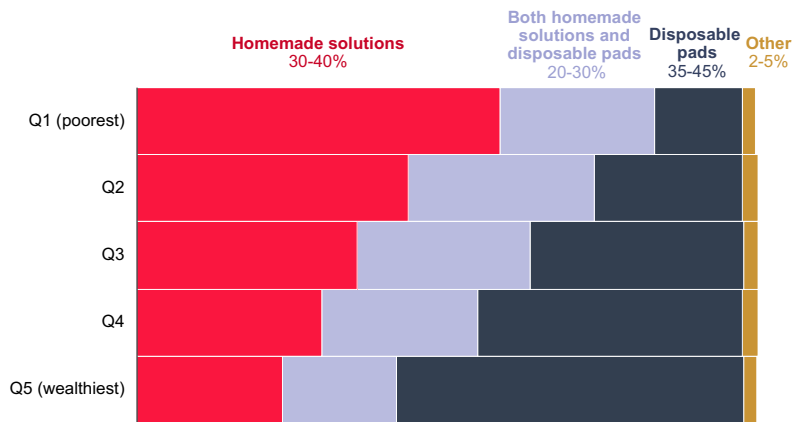
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In the Global South, at least a billion menstruators do not use purpose made MHH solutions or only partially¹

Extrapolating on available data, at least half a billion Global South menstruators do not use any commercial solutions for menstruation, and another half billion only partially ¹

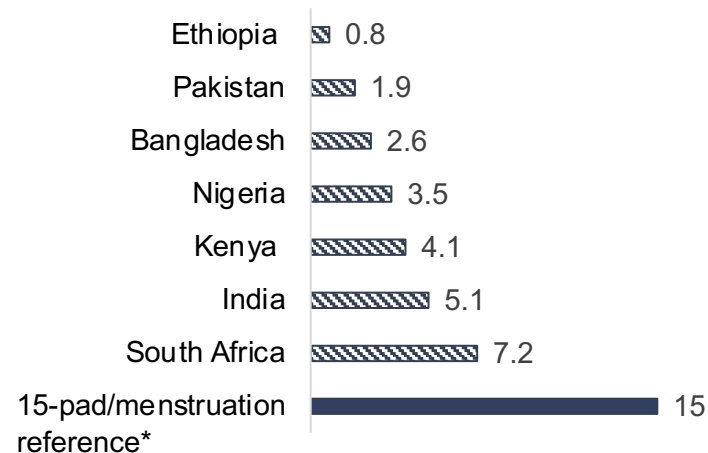
Menstruators segmentation depending on products used in four developing countries (100%= 475 million menstruators)²



On each line, 100%= 95 million menstruators from Bangladesh, Nigeria, Kenya, and India (total 475 million)

Menstruators who use disposable pads only use 4.3 pads per cycle on average, far from the 15 usually required*

Average number of sanitary pads used per cycle among menstruators using commercial solutions in seven countries of the Global South³



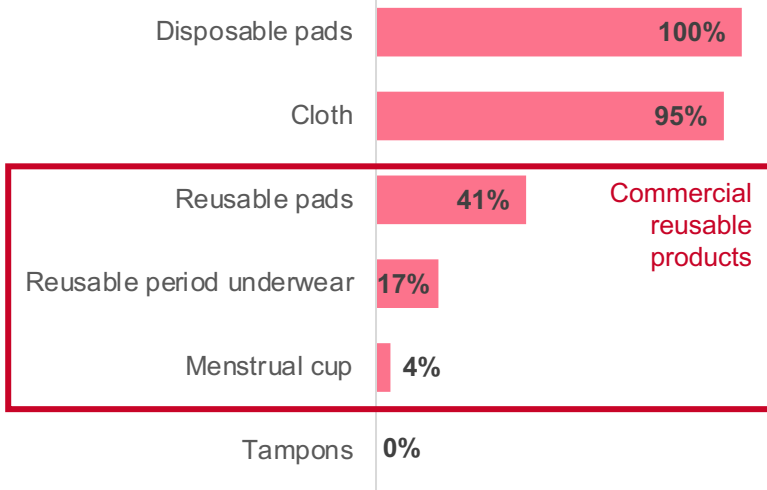
* 15 pads correspond to 3-5 pads a day for 3-5 days.

Sources: ¹According to [LEAP](#), there are 1,670,000 menstruators in the Global South; assuming the below data representing 4 countries can be applied to all of them; ² PMA 2020 data for Nigeria 2018; PMA 2020 data for Kenya 2016; National Hygiene Survey for Bangladesh 2018; National Family Health Survey 2019-2021, India (data available by wealth quintile was limited to 15-24 year-old-menstruators, we extrapolated this data to the overall population by adjusting the share of disposable to get to 58% average penetration, corresponding to data from LEAP Menstrual Hygiene Landscape for India); ³ The average # of disposable pads per cycle per menstruator was calculated by dividing 2021 market value data by the number of menstruators using commercial solutions (using penetration rate from LEAP), then dividing this annual budget per menstruator by the price of the market leader (as observed in 2022) to obtain the number of pads per cycle (considering that menstruators have 12 periods per year)

Consumer insights show limited awareness but high interest for reusable products when explained

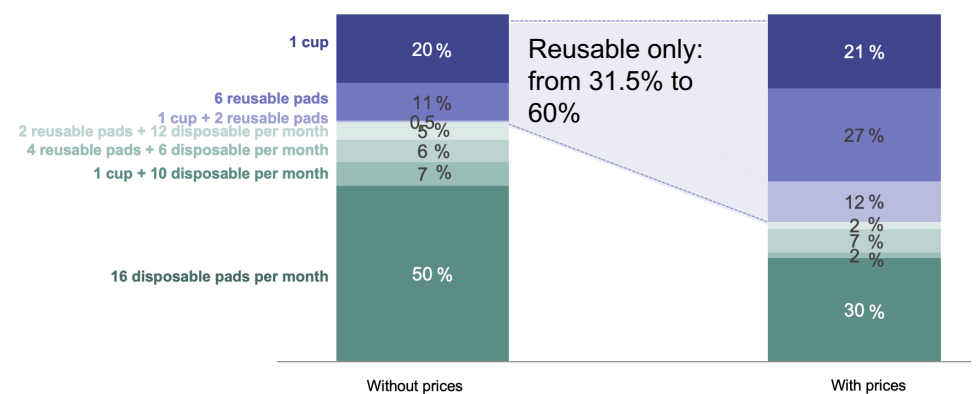
Commercial reusable menstrual products are still largely unknown among Global South Menstruators

Awareness of menstrual health products among rural Indian menstruators (answering "Which of the following products have you heard of?"); n= 407¹



Yet, when informed of product's features and prices, 60% of their first product choices go to reusable

First ranked product choice, based on a list of seven options, with and without knowing the associated price²



Question asked: Which of these products do you rank as your first choice, without knowing the price, and knowing it?

100% = Total of first choices given by menstruators, n= 198 menstruators (51 in Bangladesh, 45 in Kenya, 52 in Pakistan, 50 in Senegal)

NB: Note that some menstruators ranked some products ex aequo.

Early signs show that menstruators who try reusable products continue to use them in the long-term

90+% of menstruators who received free reusable pads continue to use them regularly¹

80% of menstruators who have received a menstrual cup and been trained on how to use it continue to do so²



AFRIPADS, a reusable pad brand in Uganda distributed reusable pads to 270 refugees in 2018:

- **99% tried** AFRIPADS
- **92% had used them during their last period**



The NGO CARE distributed Safepad pads to 182 menstruators in Lao in 2022:

- **92% tried** Safepad
- Among them, **95% used the pads regularly**
- **88% would recommend** them to other girls and women



RubyCup, a menstrual cup company, donates cups in developing countries, along with **three training sessions** on menstrual cycles and cup use:

- **60%** of beneficiaries adopt it after the first session
- **82% adopt** it after the two refresher sessions over nine months (which allow them to try the cup over a few cycles)
- More than **80% of beneficiaries who received a cup in 2014 or 2015 were still using it in 2019**

Cups can be sold profitably from \$3.1 today, and reusable pads from \$1

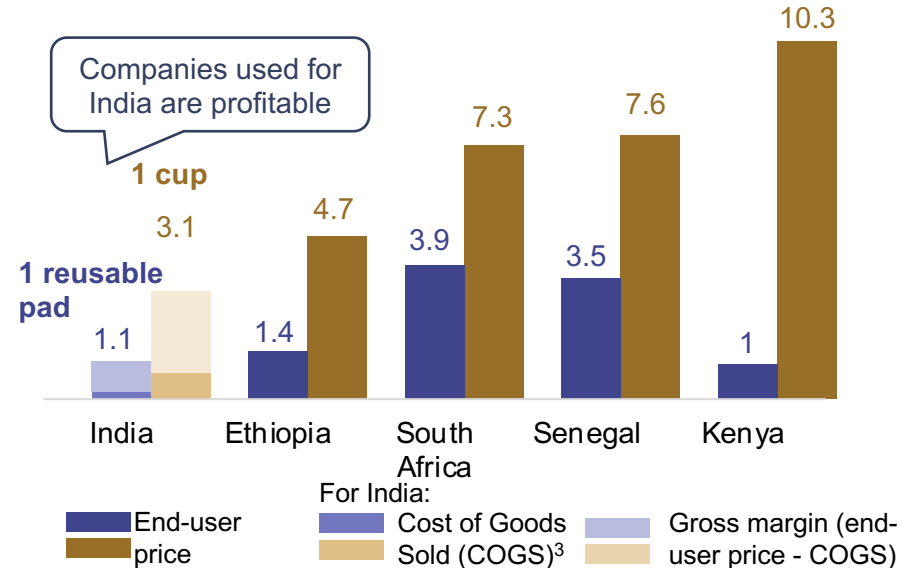
Menstrual cups can be produced for as low as \$0.38 and reusable pads for \$0.22

A femcare R&D expert with more than 20 years' experience in the industry, interviewed for this study, estimates the following production costs for each product (ensuring sufficient quality)¹:

Product	Reusable pad		Menstrual cup		
Type	Regular 20 x10cm	Large 24 x1cm	100% medical-grade silicon		
Country of production	Fabrics sourced in India		China	India	USA
COGS per unit	\$0.22	\$0.27	\$0.38	\$0.66²	\$1.2

Looking at current selling prices, it is possible to sell reusable products with healthy gross margins

Examples of price per unit observed in several countries of the Global South (in US\$) for reusable pads and menstrual cups²



Quality suppliers for these products are available on the market, with significant production capacity

Reusable products manufacturers and their production capacity as of 2022



Uganda
720,000 pads
per month¹

Reusable pads



India, Bangladesh, several countries in
Africa
Several million pads per month in India²



USA

Menstrual cups³



China



India
2,160 MT per year

Quality of products can be measured through :

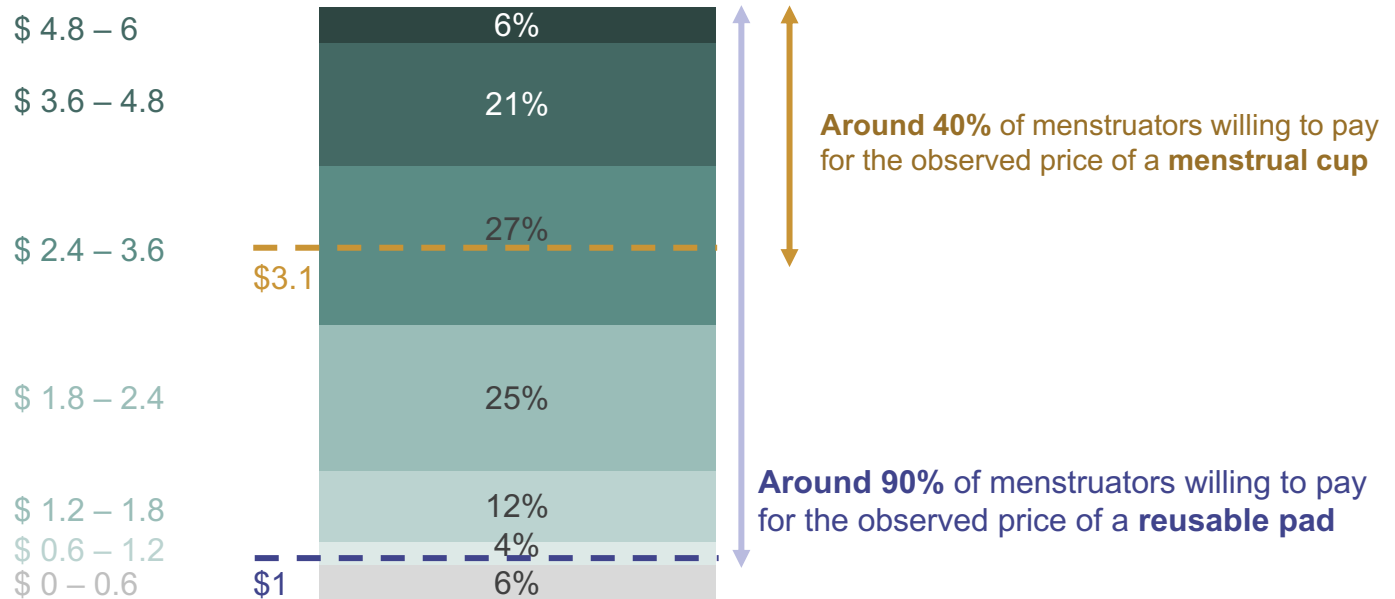
- **For both types of products: High customer satisfaction rates**, as shown by Afripads and Safepads* for reusable pads, or by Sirona for cups (with a 4.2 out of 5 satisfaction rate on Amazon)
- **For reusable pads: Certification by a national standard**, e.g., the “Reusable Sanitary Towels” standard of the Kenya Bureau of Standards, inspired from Uganda
- **For menstrual cups: Product’s material**, medical grade silicone being necessary – preferably certified by the international standard ISO:13485 (medical device)

* See slide 8

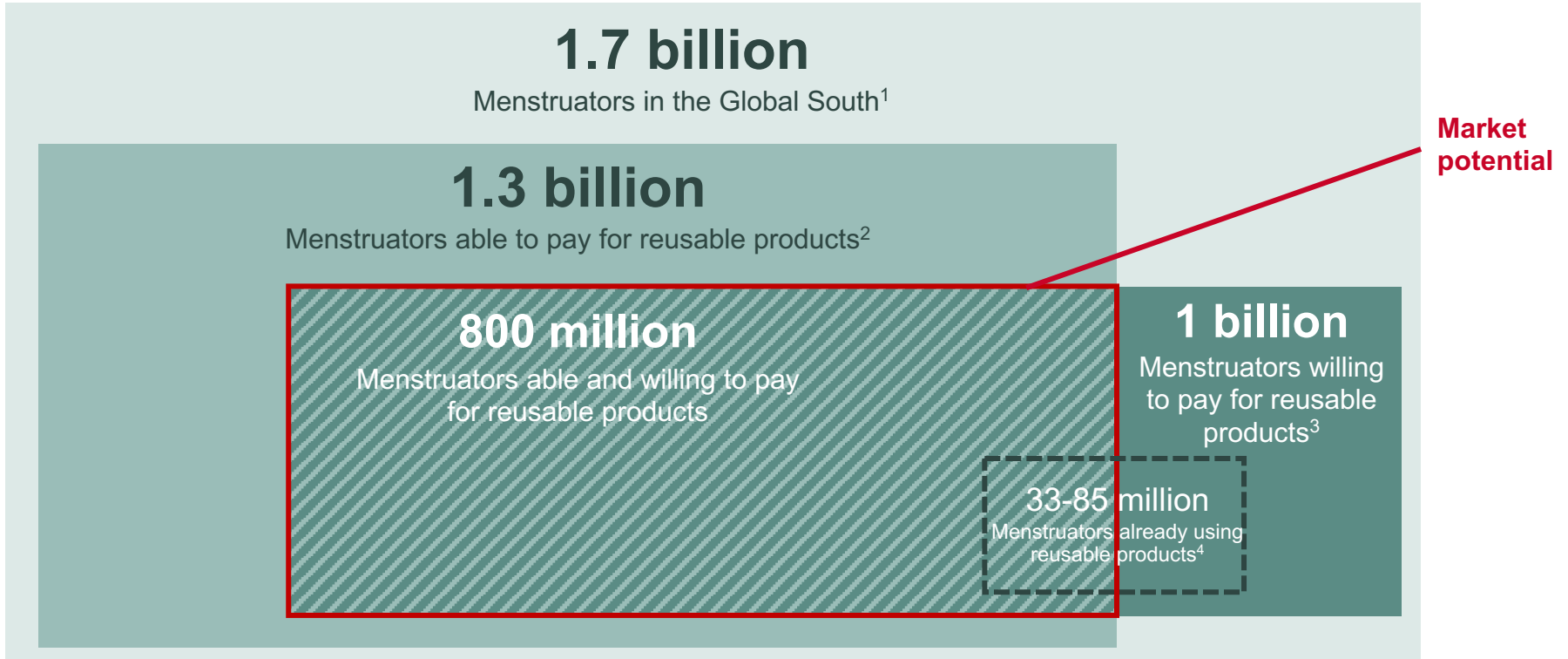
Sources: ¹ Interview with Afripads, 30,000 pads per day capacity, assuming the factory works 6 days per week; ² Interview with Real Relief; ³ Shared by Paul Dove (PA Dove Solutions Ltd.)

In India, for instance, current prices match the willingness to pay for reusable products of at least half of menstruators

Willingness to pay of menstruators for an ideal reusable product (% of menstruators interviewed in rural and peri-urban India, n=407)



The total market for reusable menstrual products in the Global South could thus represent 800 million menstruators today



Sources: ¹ LEAP, 2023; ² Removing the poorest wealth quintile from the total number of menstruators ; ³ Using the data from the consumer research conducted by Bopinc in 2023 that showed that 60% of menstruators' first choices went to reusable products ; ⁴ Using our estimation that 2-5% of Global South menstruators use reusable products; including both menstruators who purchased them and those who received them through donations

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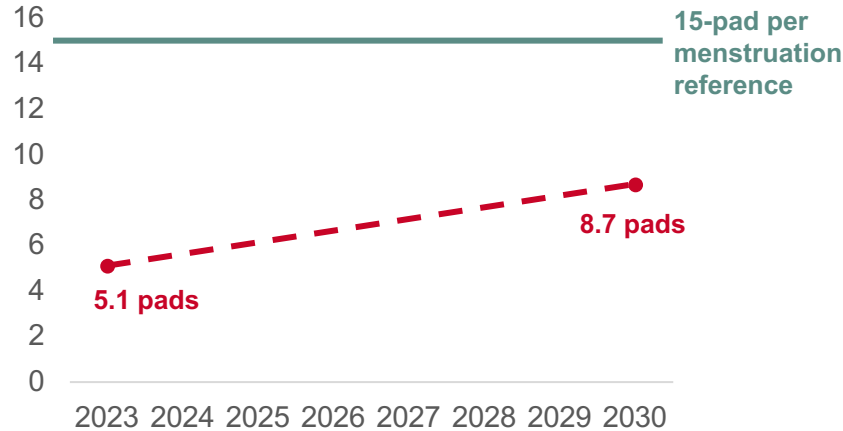
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While their penetration is increasing fast, disposable pads will not fully serve all menstruators due to several challenges


Market growth projections show that disposable products will remain a part-time solution

Number of pads used on average per menstruators during one menstruation and projected growth in India based on income growth¹



Even in India, where per capita income is expected to grow by 70% from 2023 to 2030, this growth **will not allow menstruators to cover their full menstruations** with disposable pads

Beyond affordability, other challenges deter some menstruators to use disposable pads – which reusable products help address²

	Disposable pads 	Reusable pads 	Menstrual cup 
Cost per year for menstruator	\$15.4	\$2.1	\$0.4
Access	Monthly recurring purchase	1-2 years lifetime	Up to 10 years lifetime
Disposal	Needed after each use	Not needed, can be kept and washed (need for soap and clean water)	
Maximum wear time	6-8 h	6-8h	12h

Sources: ¹ Assuming growth in capita income will lead to a similar growth rate in pads consumption; The average number of disposable pads per cycle per menstruator was calculated by dividing 2021 market value data by the number of menstruators using commercial solutions (using penetration rate from LEAP), then dividing this annual budget per menstruator by the price of the market leader (as observed in 2022) to obtain the number of pads per cycle (considering that menstruators have 12 periods per year); [The Economic Times](#), 2023; ² Taking the example of India, with one year of usage for disposable pads (15 pads per menstruation); four reusable pads that can be used for two years; one cup that can be used for 10 years

Given mixed use, reusable products would likely become a complement rather than a substitute to disposable pads for most users

Consumer insights show that product mix varies within and between menstruations¹

"I use the reusable pads when I don't have money to buy disposable pads" Kenyan menstruator



"I use reusable pads at night. The rest of the time I use disposable pads" Bangladeshi menstruator

"I use disposable pads but the menstrual cup as a back-up product" Kenyan menstruator



Sector experts recognize that fully serving menstruators means offering them a choice of products²

"Girls' preferences vary, and they want to choose among multiple menstrual health products — or even to combine multiple products" The Case For Her study on 443 Kenyan menstruators

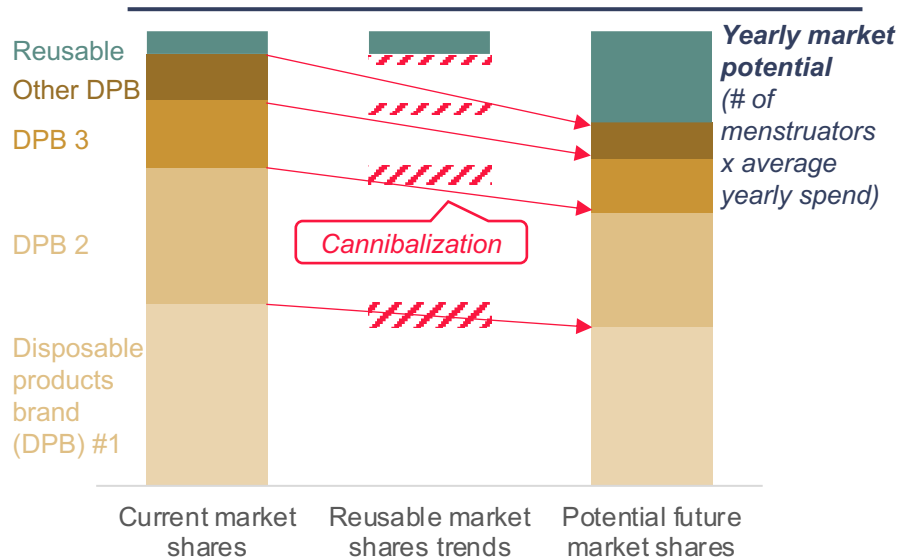
"We are promoting the idea of pads to give girls an opportunity and choices, and we let them know there is another way to manage" Iliza Azye, UNFPA Bangladesh

"The silence around menstruation has led to a lack of knowledge and choice about safe and reusable options for menstrual products" Kitka Goyol, UNICEF Chief of Water Sanitation and Hygiene

If selling reusable products cannibalizes disposable pads sales in the Global North, it addresses an untapped market in the Global South

In the Global North where almost all women use MHH products, reusable products tend to cannibalize disposable products sales

Representation of market trends on the menstrual products market in the Global North (indicative shares)



In the Global South, however, since not all menstruators can always buy disposable products, reusable products can address an untapped market with limited cannibalization

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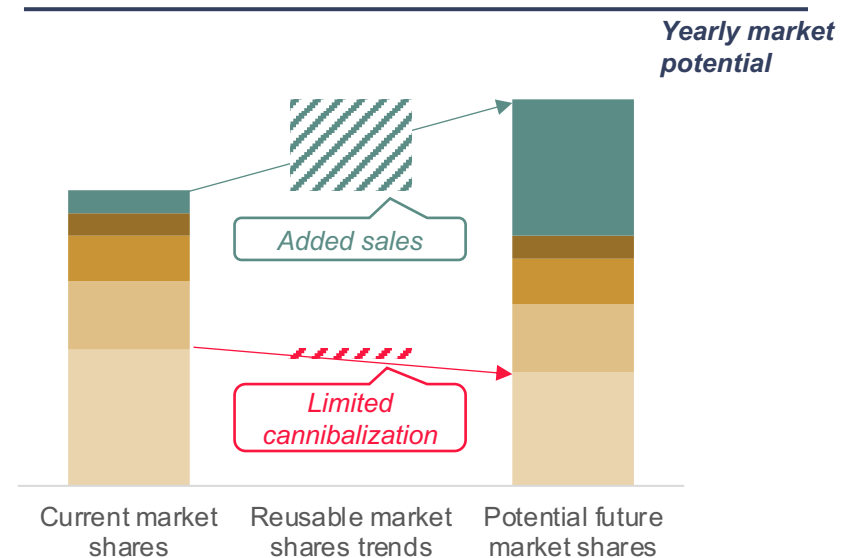


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Reusable menstrual products can help more menstruators access proper MHH management, improving women empowerment

Poor MHH leads to health issues linked to menstruation¹



Infections

Poor MH management can lead to **reproductive and urinary tract infections** potentially resulting in future infertility and birth complications, and poor hand washing after changing menstrual products can lead to infections like **hepatitis B and thrush**



Sexual and reproductive health

Studies show that giving out sanitary pads to menstruators leads to a **significant reduction in sexually transmitted infections** and bacterial vaginosis



Mental health

The lack of means for proper MHH management can cause **discomfort and psychological stress**, adding to the shame faced by menstruators due to menstruation-related stigma

Lack of MHH management solutions limits their freedom of movement and thus impacts women's agency



Education

A study in Kenya found that **95% of menstruating students missed one to three school days**, 70% reported a negative impact on their grades, and more than **50% stated falling behind** in school because of menstruations¹



Social shame

A study in Nepal found that many girls **were forced to stay in a hut or slept in the fields** during their menstruations¹



Ability to work

A study in Uganda showed that **15% of women missed work** due to their last menstruation²



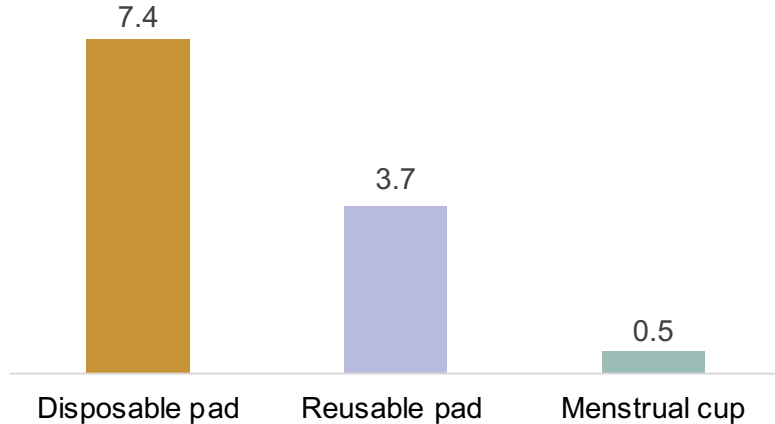
Income

A lack of access to sanitary products causes low-income women to **lose an average of five years of wages** over their lifetime due to missed work³

Reusable products have smaller environmental impact than disposable pads, helping companies limit their environmental footprint



Using reusable products allows menstruators to drastically reduce the carbon footprint of menstruation management

Carbon impact of various menstrual products, average use, per person over a year (kg CO₂ equivalent)¹



NB: Calculation was done following the Life Cycle Analysis method, that compares menstrual products based on the average requirements of a menstruator in the UK over a year. Main drivers for the results were the lifetime of each product, the number of products required per menstruation, their manufacturing (including materials and energy used), and management during the menstruation (washing reusable pads and sterilizing menstrual cups once a month).

Reusable products also limit waste compared to disposable pads

Disposal practice	Challenges associated
 Disposed in bins for waste collection	Adding to the 2.24 billion tonnes of solid waste generated globally per year ² , that need to be collected and managed
 Disposed in open	Adding to the hazards of open landfills: release of biogas, soil and water pollution
 Disposed in latrines	Clogging sewer pipe leading to reparation costs for the community and potentially septic tank explosion*
 Buried	Creating soil pollution and degrading soil fertility, which impacts farming
 Burnt in open	Releases CO ₂ and dioxins, highly toxic and causing health issues

* As seen [in India](#) for example

Sources: ¹ Zero Waste Scotland (2019), ["The carbon impacts of menstrual products"](#); ² [World Bank](#), 2019;

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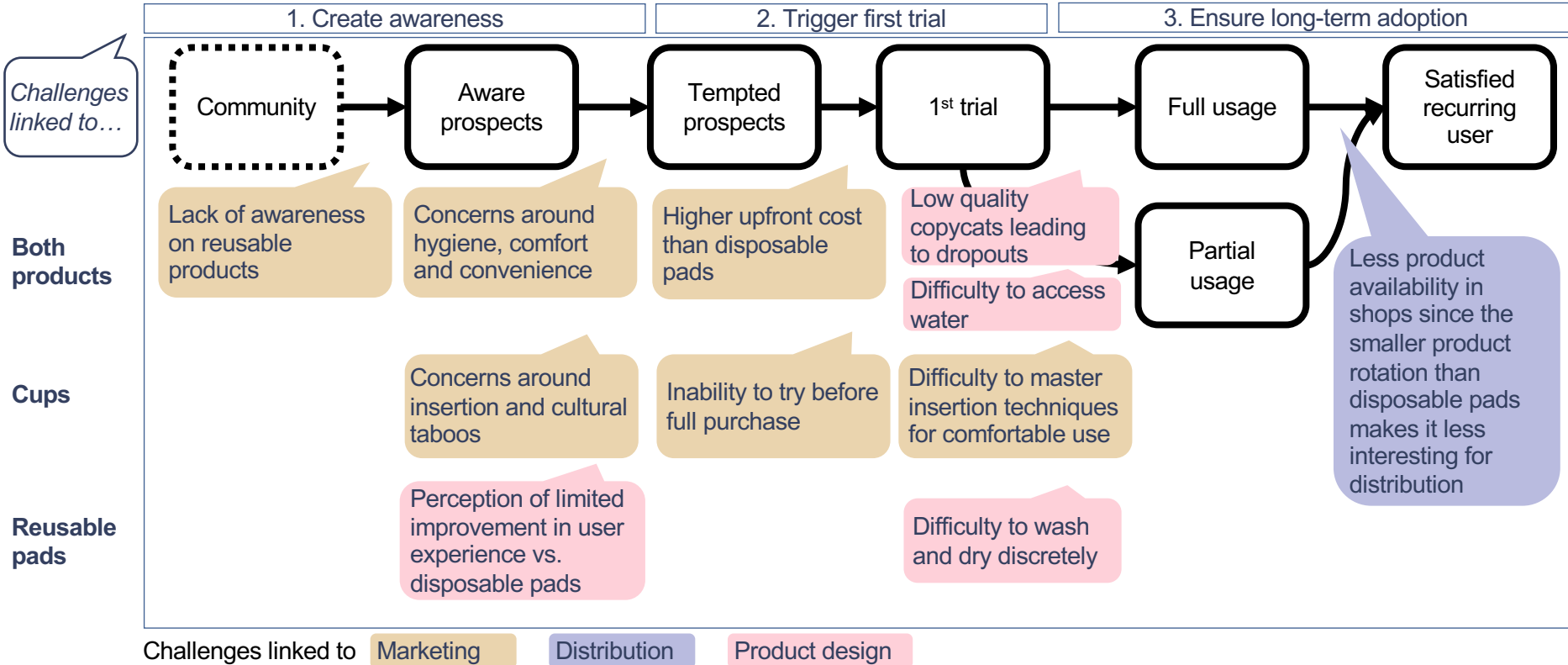


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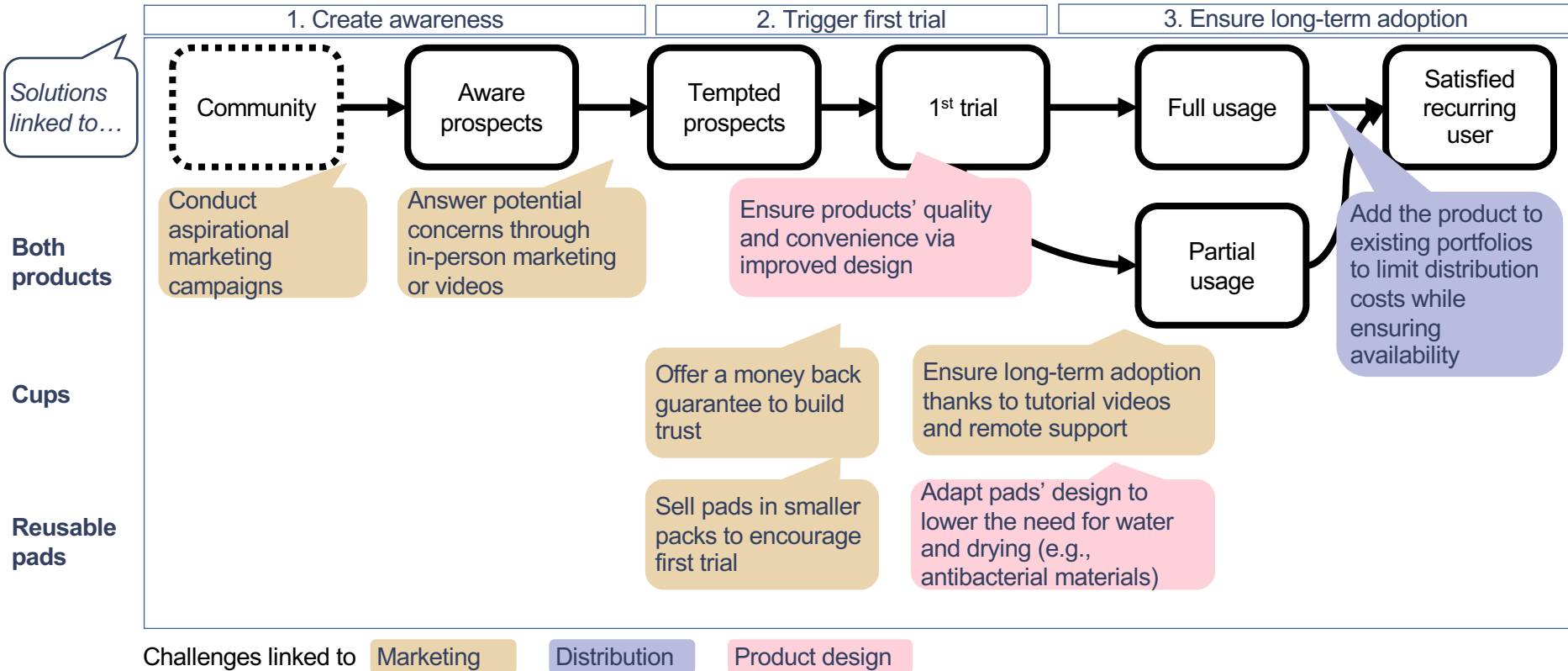


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Conduct aspirational marketing campaigns by leveraging well-known brands and/or using social media and product placement

Large femcare are well-positioned to sell reusable products as they can leverage their brand assets



P&G

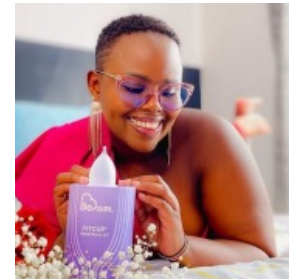


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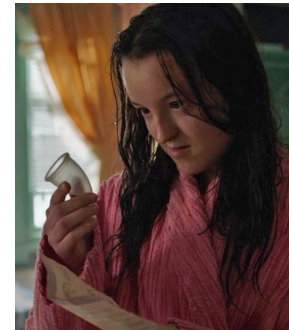
Large multinational consumer goods companies have started launching their **own reusable menstrual products**, piggybacking on their **recognized brand among menstruators**

In India, consumer research shows that “StayFree” (Edgewell) or “Whisper” (P&G) even turn into household names

For less well-known brands, leveraging social media and TV placement can help create awareness and position products as aspirational



In Kenya, BeGirl, a cup and period panties company, partnered with Beatrice Waithira, **an influencer and model to promote their cup**



Product placement in popular TV shows can help create momentum around the cup: “The Last Of Us” did so, triggering many reactions on social media

Answer potential concerns on hygiene, comfort and convenience through in-person marketing

Combine distribution in retail with in-person market activation to answer questions



- AFRipads sells **reusable pads** in retail in Uganda
- On top of initial marketing investments to help make this new product category known, the company has **two dedicated staff members supporting the retail network**, to answer customers' and retailers' questions and demonstrate products
- **One staff is focused on the wholesale market** of Kampala, from where pads are shipped throughout Uganda and abroad, and the **other on Kampala supermarkets**, where she can conduct market activation and directly discuss customers' concerns

Ensure sales staff have used the product themselves to better connect with prospects and share experiences



- Ruby Cup is a menstrual cup company that has **donated 145,000 cups** in the Global South through NGOs using a "Buy One Give One" model
- The company has managed to reach an **80+% adoption rate among beneficiaries** thanks to regular trainings on the cup use over several cycles, to allow menstruators to test the products and report potential difficulties
- The trainer **must have used a menstrual cup herself**, to better answers questions and share her personal experience, creating trust with menstruators

These field marketing approaches are complementary to awareness campaigns.

They should be prioritized by small companies or market entrants with no existing brand assets, as they require smaller budgets but remain highly effective: for durable goods for instance, 50 to 90% of low-income consumers purchase products on recommendations¹

Trigger first trial by reducing the investment barrier and creating trust among interested menstruators

Sell reusable pads in small packs to lower the cost of first trial



AFRipads has reduced the investment barrier for menstruators by selling two-pad packs in retail (at \$2 to \$2.3) instead of four to six when sold to the institutional market

Offer a money back guarantee on the cup to de-risk purchase decision



Ruby Cup offers a Money Back Guarantee allowing customers to switch to another size or get a refund if they send back their cups within four months. This builds trust pre-purchase at low costs, since only **1.36% of customers use the policy** (0.85% getting a refund and 0.51% a size exchange)

Ensure long-term adoption thanks to tutorial videos and remote support

- While reusable pads are relatively straightforward to adopt, resembling disposable pads and homemade options, **menstrual cups can be difficult to adopt** because they require mastering specific techniques for insertion and removal
- With this objective, Sirona, a feminine hygiene e-commerce platform, sells the cup and also supports buyers in their **post-purchase learning curve** on how to insert and remove it
- Its packaging includes a **QR code** to access:
 - Tutorial videos on Youtube
 - Customers testimonials
 - FAQs
 - A helpline to answer questions
- Thanks to these adoption strategies, Sirona has a **60% market share** in the Indian menstrual cup market, and is on a steep growth path, with 1 million cups sold to date including 400,000 in 2022 only



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Ensure products' quality and convenience via improved design

Change the menstrual cup's design to improve both hygiene and comfort

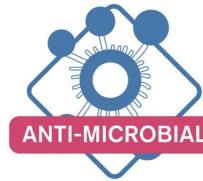


Sirona specifically designed its cup to **ease removal**: the tip has several rings to help better catch it and the core cup includes four air holes to ease seal break when removing it

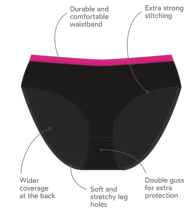


Bfree manufactures an **antibacterial cup** that combines a specific design with a lubricant, which **prevent bacterial attachment and stains on the cup's surfaces**. Thanks to this, it is not compulsory to boil the cup, and stains (up to 7 days old) can **only be wiped up** - compared to stains on medical-grade silicon, that need to be washed to avoid infections¹

Adapt pads' design to lower the need for water and drying



Safepad has chemical treatment that has a 99% **anti-microbial efficacy** against fungus, bacteria, and yeast, avoiding the risk of infection that come with reusable pads at a cost of only 0.02\$ per pad. The use of polyester also **reduces drying time** to 1-2 hours in the sun



AfriPads kits contain a **panty** that ensures the reusable pad stays well in place, as well as a **disposal bag** to facilitate changing during the day



Eco Femme has designed a pad that, when unfolded, becomes a square looking like a random cloth to **avoid the shame of drying menstrual product outdoor**

¹ We acknowledge this type of product as promising innovations; further research is however needed to ensure full safety for users and guarantee the relevance of the technology
Sources: [PATH](#), 2022; Sirona interview and website 2023; Safepad interviews 2022, Afripads interviews 2023, Ecofemme [website](#)

Table of content

1. Reusable menstrual products in the Global South have an untapped market opportunity of at least 800 million menstruators with limited cannibalization of disposable product sales
 - i. Reusable products have significant market potential in the Global South
 - ii. Reusable products would not cannibalize the market for disposable pads in the Global South, or much less than in the Global North
 - iii. Reusable products would help companies meet their environmental and social objectives

2. **Scaling these new products in markets of the Global South is not without challenges, but innovative best practices show the way forward**
 - i. Both types of products involve challenges around marketing, distribution and product design
 - ii. **A few best practices emerge to overcome these challenges:**
 - i. Marketing and handholding: Make these new products appealing to menstruators and support adoption
 - ii. Product design: Ensure products' quality and convenience via improved design
 - iii. **Distribution: Explore promising distribution channels to scale up access**

Digital channels allow to lower distribution costs while increasing product offer but still struggle to reach lower income menstruators

Examples from existing companies



Sirona uses an on-line hygiene portfolio approach to lower distribution costs

Sirona offers several types of menstrual products, adopting a catalogue strategy with 30+ different feminine hygiene products, allowing to:

- **Share the company's overheads and marketing costs** with other products, helping it bring down prices to e.g., a very affordable 3.1 USD per cup
- **Take a lower – still sustainable – margin on the cup**, to make it a flagship product that attract customers who then purchase larger baskets including higher-margin items
- **Offer a variety of products** without creating challenges linked to shelf space and stocks

Kasha reaches even low-income menstruators thanks to a “phygital” approach

- Kasha is an e-commerce company in Kenya and Rwanda that has **delivered 1+ million feminine health and hygiene products** (including menstrual ones) to 130,000 customers since 2019
- **63% of Kasha's client are low-income, thanks to specific tactics to reach them:** they can purchase products on the website but also through a USSD based feature phone service, and Kasha has agents in rural areas to encourage and help menstruators to order

Best practices to replicate

- **Include reusable menstrual products in synergistic portfolios of products** (e.g., related to feminine care) to ensure distribution to the right target
- **Support online distribution with very active social media**, to make the product trendy, answer questions from prospects and support adoption with tutorial videos - Sirona does so and has three times more followers on Instagram than the leading disposable pad brand in India*
- **Combine digital sales with in-person support** to reach even low-income and under-equipped menstruators

Key challenges to address

Make sure to reach the entire target, including less tech-savvy menstruators and those in remote areas, who are usually the ones who would benefit from reusable products' benefits the most (e.g., savings allowed)

* As of September 2023

Sources: Interviews with mentioned companies and desk research;

Retail and pharmacies allow to leverage large networks of distribution, but require cost-effective push strategies

Examples from existing companies



AFRIpads leverages retail to ensure wide access, reusable pads in particular remaining in usual price ranges

- AFRIpads sells reusable pads in retail in Uganda: because the products were little known, AFRIpads **invested in intense marketing** between 2014 and 2018. This allowed the company to sell 230,000 two-pad packs annually and **reach 2% of Ugandan menstruators** per year
- In 2019, having built some traction, the company scaled back marketing and decided to **rely on word of mouth and two sales agents** to lower costs

Best practices to replicate

- **Push products at launch with market activation** to make the new product category known
- **Sell products in smaller packs** (e.g., 2 reusable pads) to not decorrelate them from disposable pads' price ranges
- Since reusable products are not repeat purchase, distributing in all shops of an area is not essential: **instead, chose "champions" among shop owners** to distribute products, who can be especially supported and visited by sales teams
- **Offer incentives to shop owners** to encourage them to push the products (e.g., sales challenges with prizes, higher margins than disposable pads)

Key challenges to address

- **Push sales of unknown products by testing cost-effective marketing tactics**, to remain competitive with disposable options
- **Find the right revenue model and incentive system for retailers** to overcome the lack of repeat sales of reusable products

Direct sales forces create a direct link with customers but need to sell a broader basket, to ensure profitability

Examples from existing companies

The Shakti menstrual cups leverages existing direct sales channels to create trust and reach new types menstruators



- The Shakti Menstrual Cup (an Indian social business selling cups in India) **donates cups to community health workers** who test the product for themselves and then sell cups to others, while also teaching them how to use the cups properly, based on their own experience
- These targeted donations to influential figures **limit marketing costs and preserve the commercial market**, while developing a trusted reputation for the product
- The company has sold 5,000 cups since 2019

Best practices to replicate

- **Leverage already profitable direct sales networks** and add reusable products in their portfolio, to ensure profitability despite the low purchase frequency
- **Build trust in the product** by providing opportunities to see it (e.g., training on cups use) or leveraging local influencers as endorsers (giving it to them for free)
- **Ensure the sales force regularly comes back to the community** to convert interested prospects and piggyback on word of mouth from satisfied first users

Key challenges to address

- **Ensure sales agents push these products**, even if they do not represent opportunities for repeat sales and are harder given their novelty
- **Generate enough sales to reach profitability of this distribution channel**, and especially cover marketing and field management costs

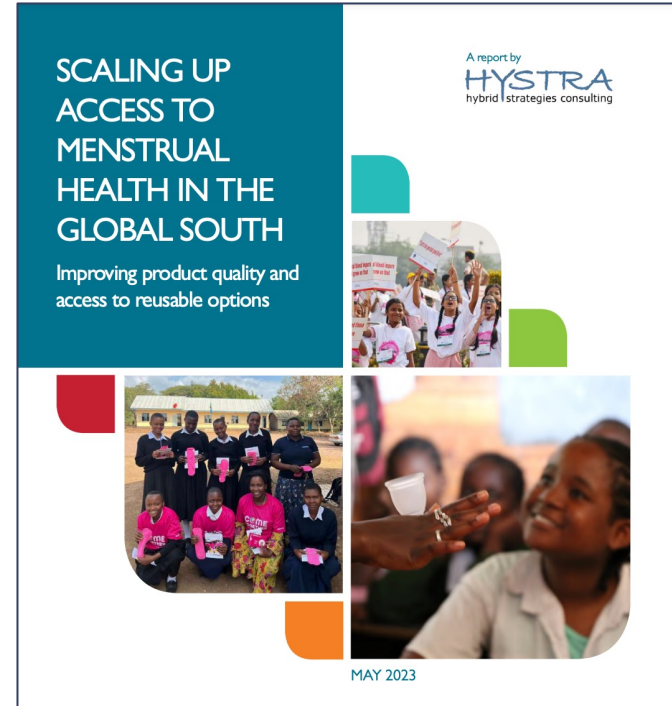
For more details and further discussions, please refer to our report on menstrual health or reach out!

This document builds on the recent Hystra report supported by the Bill & Melinda Gates Foundation: [Scaling Up Access to Menstrual Health in the Global South: Improving product quality and access to reusable options](#)

For more information or if you are interested in developing new activities on menstrual products in the Global South, please reach out to:

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Thank you

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