

# Period Care in 2022: reusable options pick up steam

## Spring of 2022 saw a shortage in tampon products on shelf



As large tampon makers struggle to fill retail shelves, consumers are flocking to alternative brands with available menstrual essentials.

Saalt co-founder and CEO, Cherie Hoeger, says the tampon shortage has attracted “fence-sitter” customers to Saalt who previously contemplated reusable menstrual products like cups, discs and period underwear.

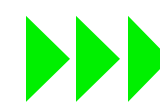
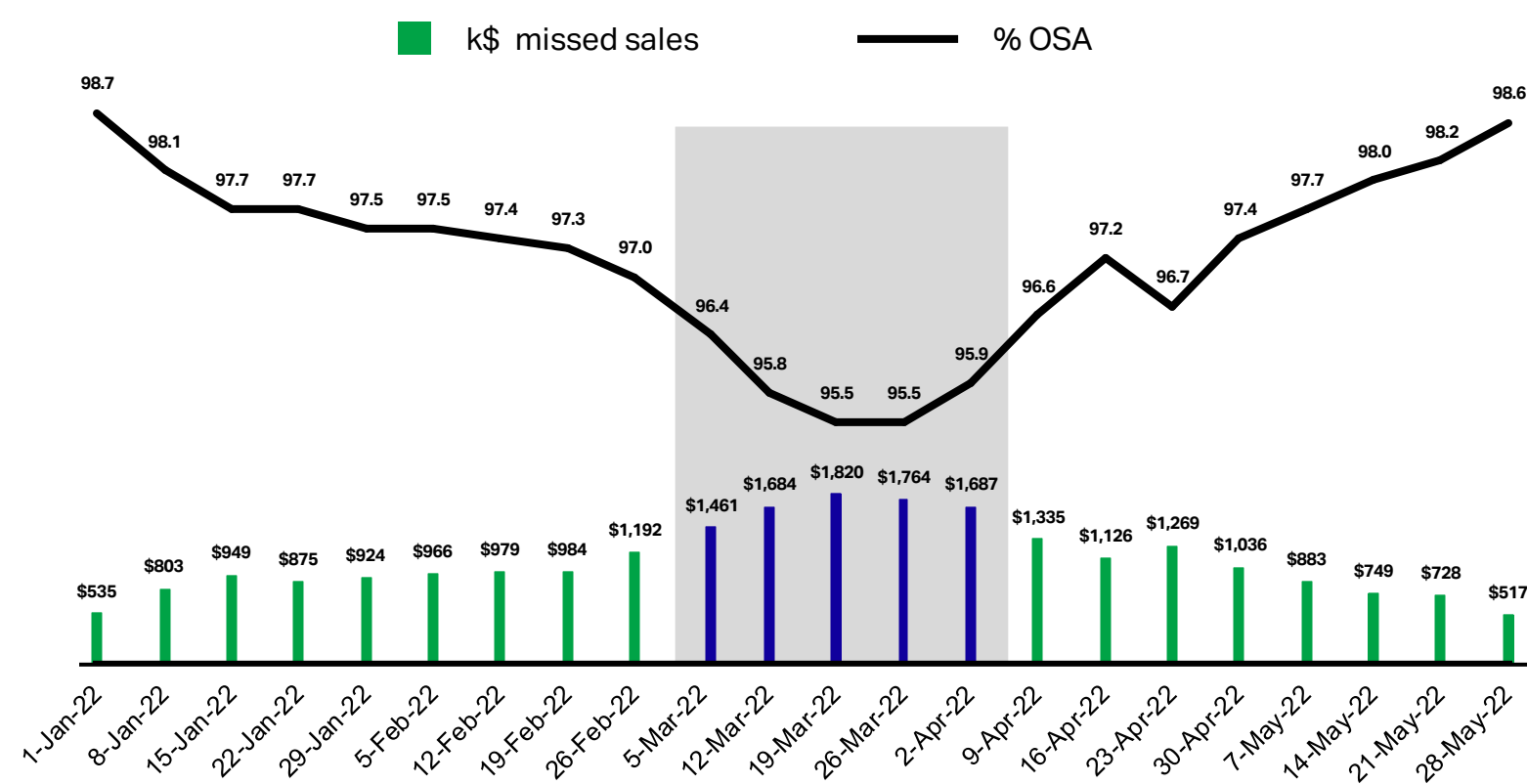


It’s been intriguing to see just how fast external factors like supply chain shortages can convert so many people to reusables so quickly.

-Beauty Independent

## \$1.6 M of weekly sales were missed due to on shelf shortages

On shelf availability (OSA) rate (%) and missed sales (\$k) – feminine products



**\$1.6 M**

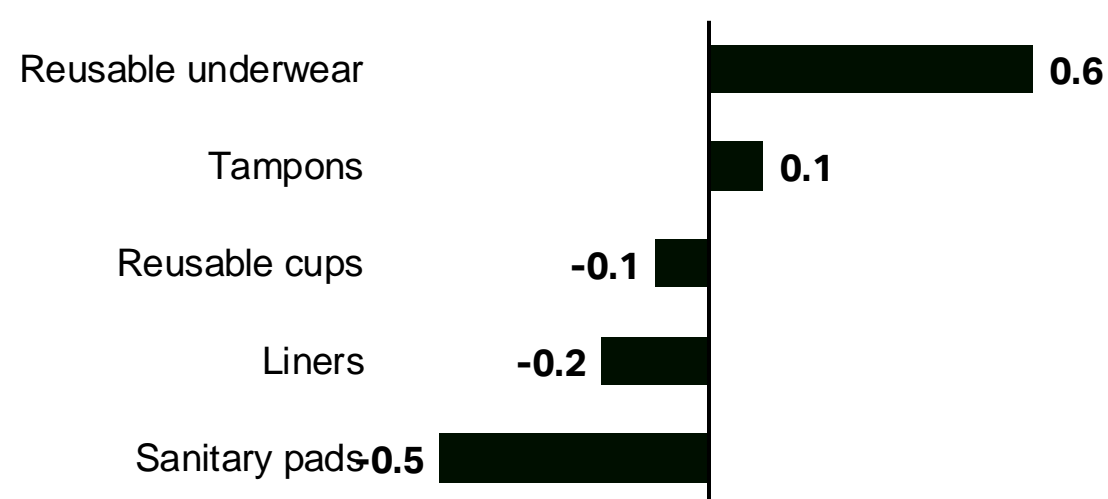
Average weekly missed sales

Feminine product on-shelf availability dropped in March 2022, down to a **95.5% rate**

The numbers behind the feminine product shortage  
Data source: US OSA Barometer NielsenIQ - Connect 2.0 - PE May 28 2022

## Reusable period care options showing outsized growth

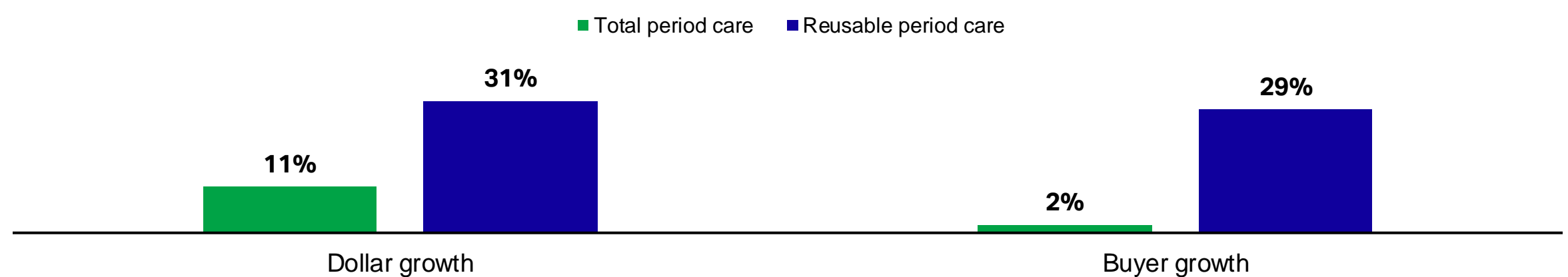
\$ Shr pt chg vs YA



Reusable period care buyers are more likely to be

- Younger
- Higher income
- College graduate
- Have kids under age 6

\*Compared to traditional period care buyer



Source: NielsenIQ Syndicated Omnishopper Panel, 52W ending 6/18/22

# Innovation centering on reusable period care

## Top and emerging brands

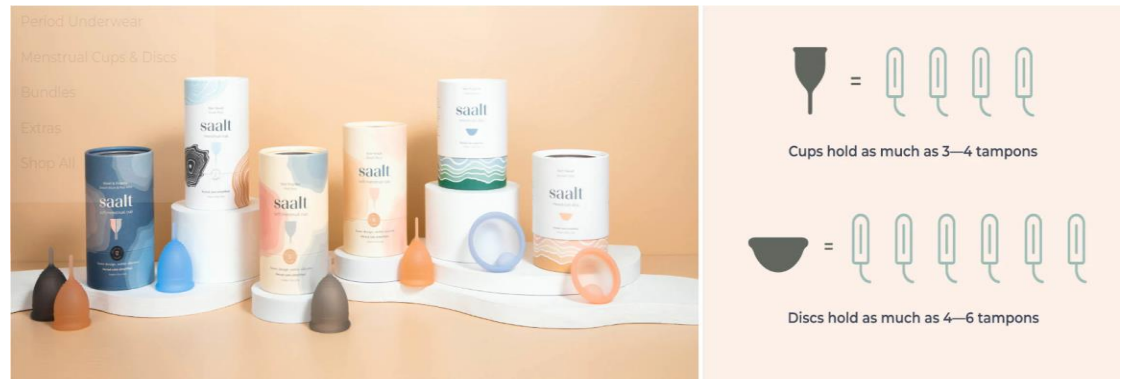
### Thinx

"...we've been on a mission to be the most innovative leader at creating **comfortable and inclusive products for all of life's leaks**, while sparking conversation and building community along the way."



### saalt

"We **believe reusable is the future**. That's why we only create clean, high-performance products that are healthy for you and the planet."



### flex

"We believe in a world where vagina isn't a bad word, where trans men and non-binary menstruators are part of the conversation, and where nobody is turned away from essential period care due to their financial situation."



### DivaCup

"Dedicating their lives to improving the menstrual care game, they created a user-friendly, environmentally responsible and reusable period product that could be easily accessible around the world.."



### proof.

"...a line of meticulously designed and expertly constructed products that empower women to live life worry free. ."



### Softdisc

"The Flex Company is on a mission to give those who bleed alternative period products that prioritize comfort, support an active lifestyle, and lend a hand to Mother Earth."

