

# Practical Approaches to Menstrual Product Resilience in Supply Constrained Settings

Context-Setting

Friday, October 20th 2023

the **pad** project.

DAYS FOR  
 GIRLS





#RHSUPPLIES2023

# Why menstrual product supply chains?

- 500M affected globally
- 200M lack access to products in low-income countries
- China & India lead markets (8B USD, 4B USD)
- **India: 77% of 15-24 year olds in India use sanitary pads, but affordability challenges persist, leading to mixed-use with makeshift materials (cloth, rags, husk) for period management**

# Impact of COVID19

- **73%** of global professionals surveyed concerned about restricted menstrual product access during shortages and disruptions
- **50%+** of Nairobi girls struggled to access menstrual products during the pandemic.
- Setback in India: Lockdowns led to a **25% drop** in menstrual product use in red zones compared to green zones.

COVID-19 highlighted pre-existing challenges, emphasizing the need for resilient supply chains in the new normal

# Informed Choice for Resilience

- **Pandemic Shift:** Reusable menstrual products gained acceptance in constrained settings
- **Education** led to significant shifts:
  - **60% chose reusables** (27% pads, 21% cups, 12% combination) **over 30% for disposables**
  - MIET Africa study in South Africa found 3% interest in reusable pads increased to 55% after education and use

# Hyper-Local Decentralized Models as a Solution: Panel Discussion

- Unpack Barriers and Successes
- How has building informed choice into supply approaches enhanced resilience
- What does SRHR-MH integration mean for resilience?



# Thank you

*Join us at the Innovation Expo to learn more about  
**Informed Choice in Menstrual Health***

Reach out to our speakers for more information:

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