Practical Approaches to Menstrual Product Resilience in Supply Constrained Settings

Context-Setting

Friday, October 20th 2023
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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