

Advancing access, availability and affordability of Menstrual Health Products (MHP) in Tanzania

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An Opportunity to Address the access, Availability and Accessibility of MHP in Tanzania

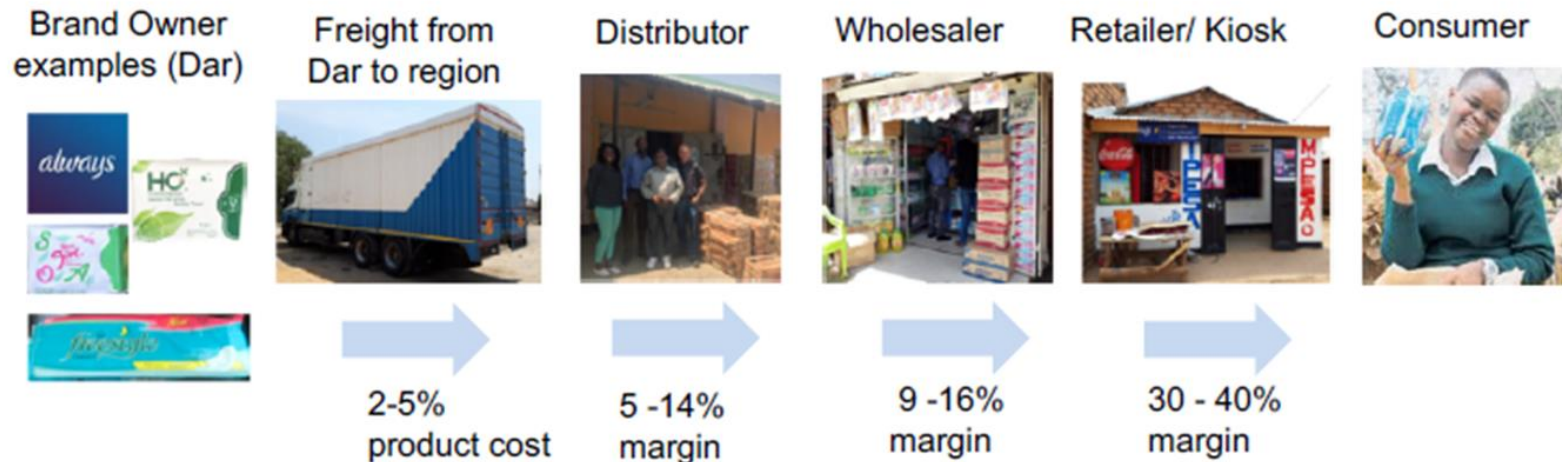
- Menstruation Health is a human rights issue that affects girls and women daily lives and development.
- Menstruation is a monthly challenge for billions of women and girls worldwide. On any given day, more than 300 million girls are menstruating¹
- Majority of girls and women in Tanzania do not have access to appropriate information on Menstrual Health Management facilities and products that are effective, affordable and safe to use.
- MHP is still a setback to many women and girls across Tanzania.

Experiences from case studies/Key Findings

- Access, Availability and affordability of different menstruation products depends on the consumer's location (urban or rural).
- If you are in urban or border location possibility of having different menstruation hygiene products of your choice is easier and vice versa.
- Lack of better distribution model is a setback in customer's access, availability and choices of different product brands.
- The market approach between the distributors and traders is not efficient and reliable and this leads to product going through different phases before getting to the last mile users and when reaches them becomes too expensive to afford.
- Hence the alternative product they use when products are not available is to use the homemade materials such as pieces of cloth etc.
- A key driver of consumer behaviour. Improving affordability is key to driving broader uptake and participation among lower income consumers.

Route to market in Tanzania is often via multiple intermediaries in order to cover large distance & reach consumers

Route to market is a big factor in determining price and availability, and as a rule improving 'line of sight' to market increases control and reduces costs..

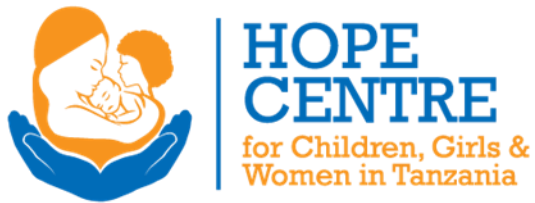


- The retailer is making the largest margin in the chain, as often there is little adherence to RRP (Recommended Retail Price)
- Costs can be optimized across a basket of goods. Brand owners often sell a range of products (diapers, washing powder etc) Retailers spread costs across the basket.

Opportunities and Areas for Improvements

- There is a big challenge on the supply chain to the last mile distribution of sanitary pads, which limits the scale and reach of these low-cost products.
- There is a huge need for establishing a model for the MHP supply chain in the last mile so as women and girls can have access of the products of their choices.
- With the zero VAT we need to make sure distribution channels and margins are not benefiting only the producers and distributors but the girls and women across Tanzania by advocating for the fixed price of the pads by advocating for the fixed price of the pads across Tanzania.
- Integrate MHM considerations into SRH, gender, adolescent health programming tied to shaping education and social norm systems.

ACKNOWLEDGEMENT



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Source of pictures: Fieldwork and Google Images

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