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CHINA'S TAMPON TABOO

"The liberation of women starts with tampons!"
—a commentor on Guoku

U.S.

59.5 million women use tampons

≈10 million women of reproductive age

CHINA

8.2 million women use tampons

Chinese women who wear tampons are often:

- Young
- White-collar
- Returning from overseas
- Urban

PADS ARE THE POPULAR CHOICE

China produced **85 billion pads** & **ZERO TAMPONS** in 2015

In 2014, **pads** made up **89%** of the feminine hygiene market in China

The other 11% includes:
- pantiliners and shields
- disposable razors and blades
- tampons

The weight of pads sold in 2014 was **2.8 billion kg.**

That's the weight of **100** Statues of Liberty!

In 2013, **$7.6 billion** worth of pads were sold in China vs **$190 million** worth of tampons.

L.A. vs SHANGHAI

1 box of Tampax tampons — **$7**

$5 CNY834 — 1 box of tampons

WHY CHINESE WOMEN DON'T WEAR TAMPONS

- **38%** don't know how to use them
- **31%** have never heard of them
- **23%** think tampons are a health hazard
- **19%** think tampons are uncomfortable
- **14%** say no one uses them
- **11%** think tampons will fall out

> "Because you are taught to think that sex and genitals are dirty... you are made to feel that using tampons is nauseating and dirty (in a psychological way)."
> —a commentor on ZhiHu

HOW THE TAMPON TREND IS CHANGING

1. **EDUCATION** — Women have more access to healthcare information
2. **LARGER MIDDLE CLASS** — Women have more disposable income to spend on sanitary products
3. **SOCIAL MEDIA** — There has been more discussion about menstruation and tampons on Chinese social media
4. **UNSANITARY PADS** — Chinese-made pads are increasingly a health concern

> "Thirty years ago or more most women in China would frown to use tampons. They compare it to the equivalent of losing your virginity."
> —Lien Duang, 70, from Guangzhou as quoted in CNN

SEX BEFORE MARRIAGE

% of men and women in China who had premarital sex

- Before 1989: 15%
- 2013: 71%

CHINESE TAMPONS

In 2016, China launched its **first domestically manufactured** tampon brand Danbishuang. Tellingly, the founder said he won't be marketing the product to minors.

ON THE AIR

China prohibits TV advertisements for feminine hygiene products during **prime time.**

I'd try!

1 in 4 Chinese women would try tampons if they were taught how to use them

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