

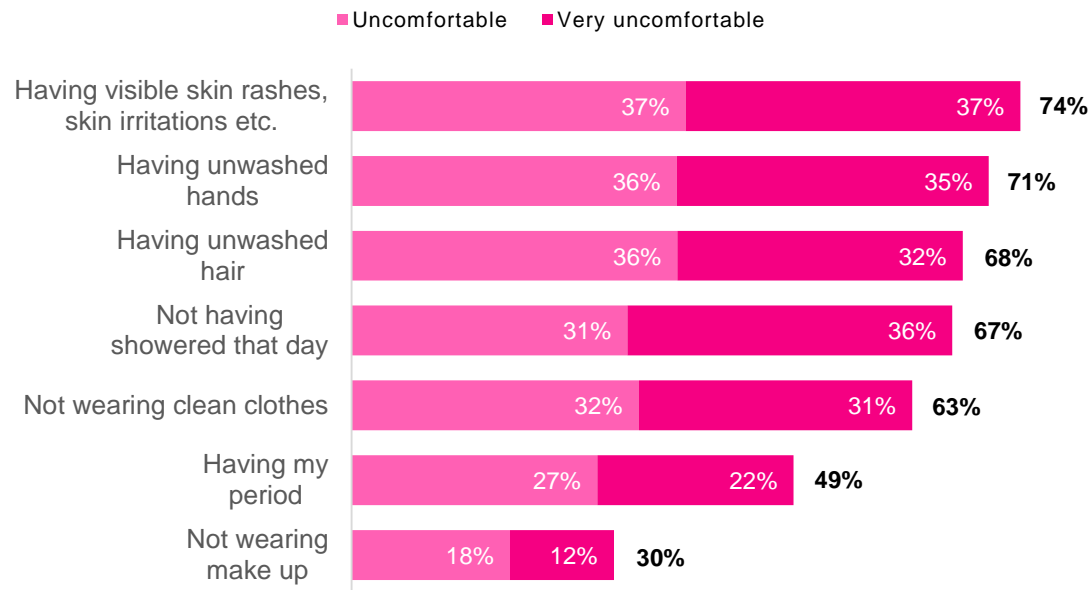
# MENSTRUATION



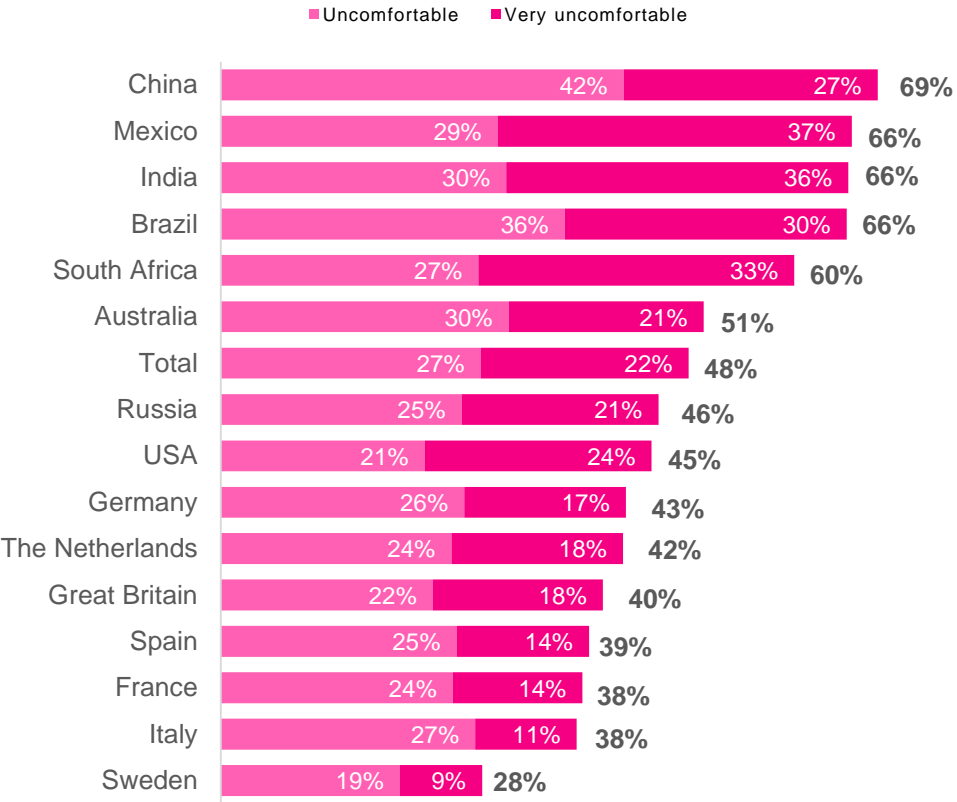
# Almost half of all women feel uncomfortable around other people during their period

An issue like a visible skin rash is what most people feel would make them uncomfortable around other people (74%).

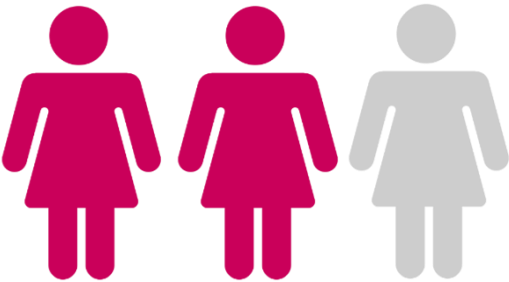
**For nearly half of all women (49%),** having their period makes them feel uncomfortable around other people.



# Social discomfort during menstruation is particularly widespread in some markets



In some markets, as many as 2 in 3 women feel uncomfortable during their period

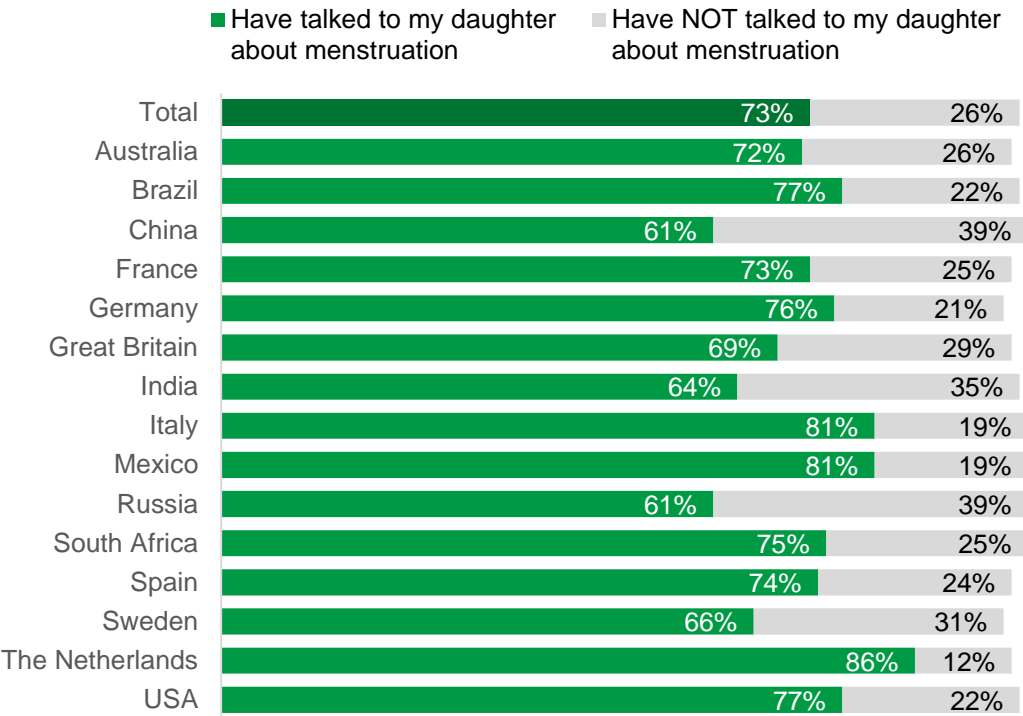


- In China, Mexico, India and Brazil, two thirds of women feel uncomfortable around other people during their period.
- In Sweden, the country with the lowest share, having their period is still a stigma for almost **3 out of 10** women.

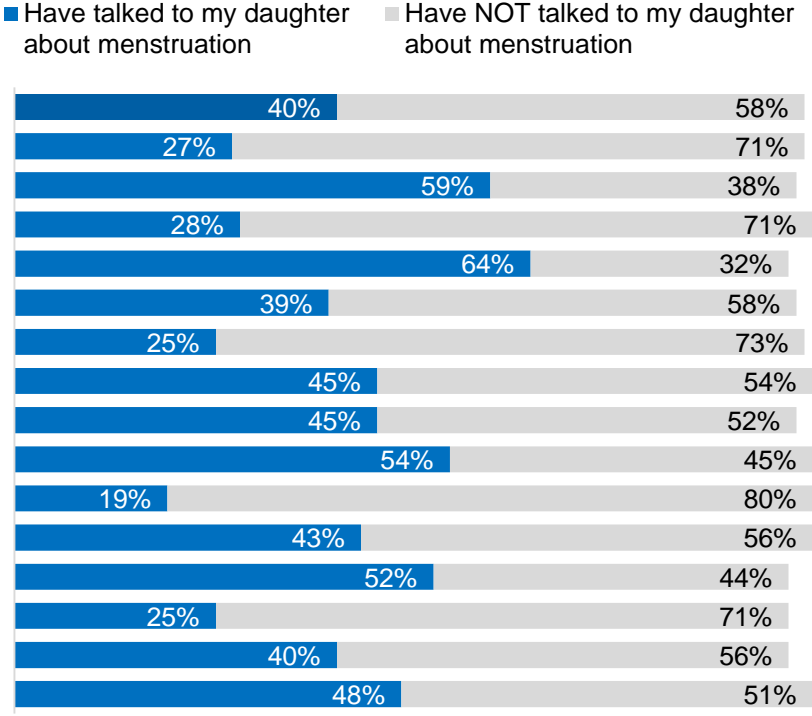
# Mothers are the primary speaking partner to daughters about menstruation

Globally, it's almost twice as common for mothers (73%) to talk to their daughters about menstruation as it is for fathers (40%).

Mothers



Fathers

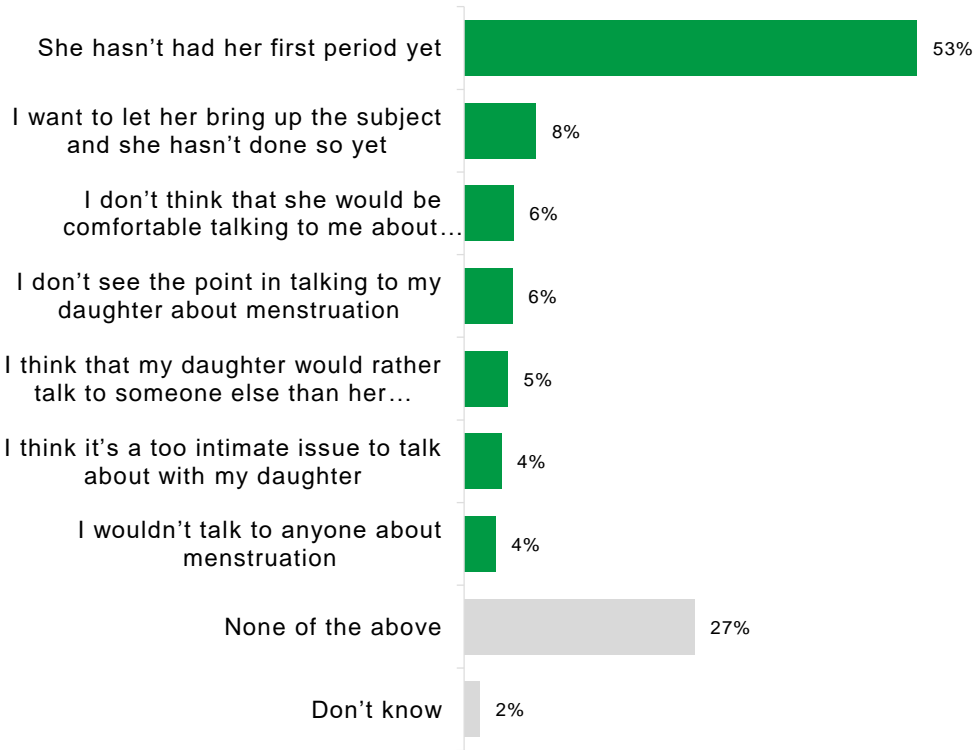


\*Share of answers "Don't know" are not shown

# Menstruation – a “women only” topic in COUNTRY?

- Once girls have had their first period, there doesn't seem to be ONE common reason that's holding **mothers** back from talking to their daughters about menstruation.
- Among **fathers** however, it's clear that many feel that menstruation is an exclusively female topic to be discussed between mother and daughter and that their daughters simply wouldn't be comfortable talking to them about it.

Mothers



Fathers

