

# THE MARKET- LED MOONSHOT FOR MENSTRUAL HEALTH

1 in 4 women and girls globally struggle to manage their menstruation safely and with dignity, impacting their ability to participate fully in their communities, at school and in the workplace.

**Inadequate access to Menstrual Health and Hygiene (MHH)** is more than a health issue; it's a barrier to **education**, professional **performance** and above all a matter of **dignity and equality**. If done right, it can drive prosperity, for people and for countries.

Current approaches primarily rely on **free distributions**, which **lack the resources to meet the scale of this need** and do not address the underlying causes. Commercially available options are simply too expensive, while cost-effective and sustainable innovations that are rapidly adopted in high-income countries, are not reaching low- and middle-income markets.

For products to be readily available, market barriers need to be removed. Governments can create the conditions for menstrual health markets to thrive, and the private sector can be supported to develop scalable and sustainable business models.

Together, we can connect over half a billion first-time users to essential products, every month.

**Together, we can invest in building a viable menstrual health market for women and girls everywhere.**



**MORE THAN  
600  
MILLION  
WOMEN AND GIRLS**

in Low- and Middle-Income Countries (LMICs) use non-purpose-made materials such as toilet paper, rags and even leaves to manage their period.

**160  
million**

more people will menstruate in LMICs by 2035 in a market worth 28 billion USD in 2023.

# CAPITAL M'S PATHWAY TO A THRIVING MARKET, AND FUTURES:

## ENABLING ENVIRONMENT

Develop a detailed understanding of the market, address barriers and create conditions to develop the MH market.

Development and adoption of global menstrual **product standards**

Address **taxes, levies and fees** on menstrual products

Drive global **MH Market efforts**

Support **governments to drive policy and regulatory reforms** to assist market development

Develop a public framework for **MH Market Maturity**

## PRIVATE SECTOR CAPACITY

Develop an ecosystem of private sector operators and nurture solutions that show the most promise to reach scale.

Support **SMEs** to develop new models for market access

Drive inclusion of menstrual products by **value chain actors**

Provide **bridge funding** to scale promising approaches

**Investment readiness support programs** for enterprises with a potential to scale

## ACCESS TO FINANCE

Attract private finance and investment by derisking scalable MH enterprises.

Develop a **pipeline** of investable MH opportunities

Facilitate access to **innovative financing**

**Derisk, incentivise and leverage** financing and investment



*"Give a girl a disposable pad, and you may improve her level of comfort for up to 4 hours. Give a girl the opportunity to walk into a marketplace, select her own period product of choice and quality, pay a reasonable price for it and walk out with dignity and security, and you've created a world where she may thrive."*

Wendy Anderson,  
Co-Founder, The Case for Her & SHF Board Member

**800  
MILLION  
WOMEN AND  
GIRLS**

in LMICs are ready and willing to pay for reusable menstrual products, should they be available on the market.

source: Hystra

## PARTNER WITH US:

Capital M is a global initiative of the United Nations' (UN) Sanitation and Hygiene Fund (SHF).

As the market-led moonshot for menstrual health, Capital M is pioneering a new approach to drive menstrual health market growth, by reducing barriers and catalyzing finance. We believe that structural change will finally unlock growth.

Together, we can ensure women and girls everywhere can access safe, quality and affordable menstrual products.

Join us

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