

FEMININE HYGIENE AT A CROSSROADS

[Consumer Trends]



As a worldwide consumer trends observatory we have witnessed in the last 6 months a **strong change toward the liberation of women's voices**. To us, the #metoo movement was the starting point of this change, and one thing is certain: it has **opened women's voices to a new level**. Women on social media share several topics that illustrate this change. Today, we focus on the latest trend concerning feminine hygiene called **the Free Flow Instinct method**.

Still considered as a weak signal, it announces a major revolution on the way women want to take control of their body. A **new trend that manufacturers must embrace** in order to keep pace with their consumer's needs.



From Audrey Laurent (Consumer Insight Manager)

Did you say “no protection”?

No pads. No tampons. No menstrual cup. No period panties. Nothing indeed. The **Free Flow Instinct** method is quickly gaining in popularity and it consists in **wearing absolutely no protection** during menstrual periods.

Following the recent controversy about the **composition** of feminine products and the increased awareness about the **waste** they generate, the Free Flow Instinct method appears to be the **safest, most ecological and most economical** option.

Often compared to being **toilet-trained**, those who practice it spread the idea that it is not as unthinkable as it may appear.

« For years, I've used sanitary pads (my mom forbidding me to use tampons). Then for eco-friendly reasons, I wanted to try the cup. (...) But recently, I've been wanting to try the free flow instinct method. »

« I go through my period in zero waste mode and what a relief – I will explain everything about periods « au naturel » ! »

Feeling abused by manufacturers

Most women talking about the Free Flow Instinct method have just only heard about it recently. Not only do they **feel frustrated** to not have known earlier such a method exists, but above all, they **feel abused** by manufacturers. To them, the industry has deliberately created an **unnecessary need** to use traditional female protections that has only **harmed their health and the environment**.

« It means that we are being fooled with all these unnecessary products like tampons, pads.. to respond to a made up need. »

« It's crazy ! It's revolutionary ! Why is it so little known !!! We are really being tricked by manufacturers. »

« Really, its feels like the world is finally waking up and freeing itself from pre-conceived ideas! »

Teens want to change the game

We notice that more than **40% of women** commenting on this method are **(pre) teens aged 11 to 17**. These young women deeply **reject traditional protections** which they often deem as nasties. Thus, the sooner they can find an alternative, the better. For some of the youngest, their ultimate goal will be to completely **avoid tampons or disposable pads** as soon as they start menstruating. Moms are also eager to inform their daughters about all the options available so they can freely make their own choice.

« First of all, I'm 15. (...) I think it's incredible and it could really change my life !! »

« Hi I'm 12 years old, it's been the second time that I've had my period, thank you for this method, I'm going to try it asap. »

« I'm 13. (...) Now that I know the free flow instinct method, I will NEVER wear pads or tampons. »



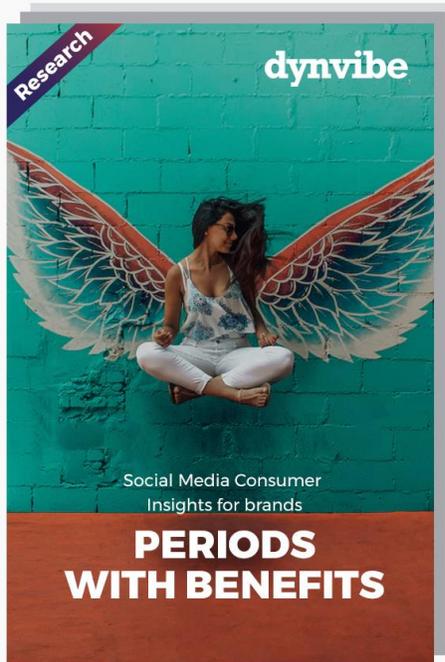
It's life changing for women, so far from what we've been told and especially far from the options we've been given.

(YouTube)

#UNDERSTAND your audience. #KEEPPACE with your consumers

To go one step further

Dive deeper into the revolution of the hygiene market

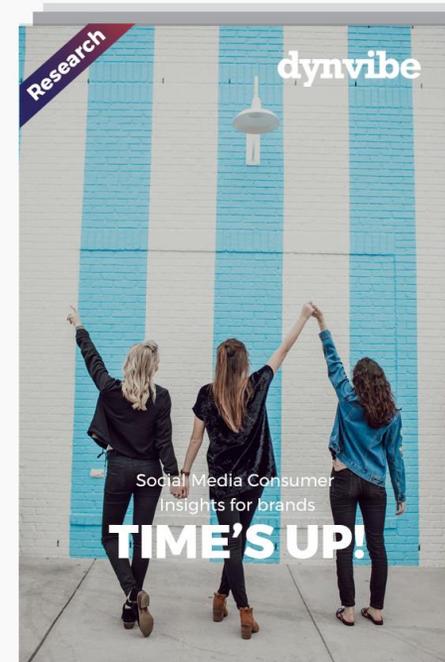


[Get more info](#)

Get more details about the **Free Flow Instinct method (FR and US markets)**

Access the **full study** to learn how the Free Flow Instinct Movement can affect brands in the near future:

- **Trend evolution**
- **Profiles**
- **Motivations**
- **Consumer experience**
- **Associated benefits**



[Get more info](#)

Envision the future of the **female hygiene market (FR and US markets)**

A deep dive into the **current rebellion** the hygiene market is facing.

Learn about the evolution of **women's needs & expectations.**

Get **valuable insights** on **emerging trends** as well as **innovation opportunities.**

Contact

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