Feminine Hygiene Innovation

FOR A LEADING PERSONAL CARE MANUFACTURER

Two national U.S. studies evaluated 66 product concepts across pads, liners, and tampons, helping a major personal care company prioritize innovation and focus further development.

01 **66 concepts, clear priorities**
Ranked ideas within each category using weighted composite scores, with individual metrics revealing each concept's strengths and weaknesses.

02 **Everyday needs shaped appeal**
Found stronger interest in ideas addressing practical product needs, clarifying which benefits deserved further development.

03 **Audience differences mattered**
Compared relevant age groups, mothers, and brand users to distinguish broad appeal from opportunities for specific audiences.

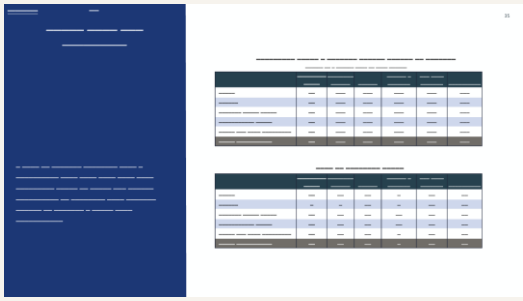
04 **Potential beyond initial interest**
Assessed potential for additional versus replacement use and changes in brand perceptions, adding context to purchase intent.

05 **A focused development shortlist**
Identified leading concepts overall and within functional groups to guide next-stage development across the product portfolios.

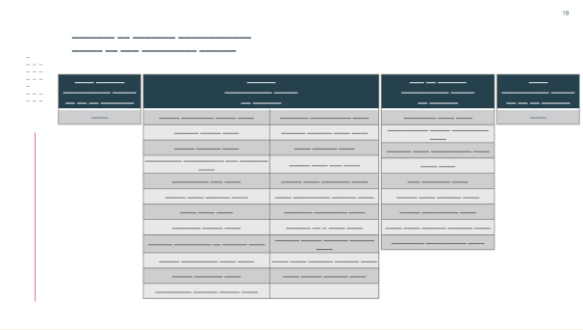
REPORT EXCERPTS



Concept rankings by audience



Individual concept diagnostics



Performance tiers and priorities

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