



# serene

Design report  
2023

You are now looking at the final Pack-Age course report for Paptic. The final packaging concept is created by five students within the timespan of September 2023 until December 2023.

During this project we worked together with Paptic. Therefore we would like to thank Esa Tornainen, co-founder and chief strategy officer of Paptic, and Valtteri Pussi, marketing specialist at Paptic, for their guidance and expertise.

Alongside we would like to thank Markus Joutsela, head teacher of Pack-Age minor, for organizing the minor and guiding us throughout the course.

Furthermore we would like to thank the teachers and guest lectures for their insightful presentations and knowledge shared during the course. We hope you will enjoy reading about our findings and final outcome of the project.

Liselotte (Lilo) Molin  
Viveka Natri  
Vita Potočník  
Kristina Vasileva  
Puck Verbeek



December 2023



# Content

# 01

- 02** Our team
- 03** Introduction
- 04** The Company
  - 4.1 Brief
- 05** Process Timeline
- 06** Research
  - 6.1 Primary
  - 6.2 Secondary
- 07** Design Process
  - 7.1 Ideation
  - 7.2 Sketches and moodboards
- 08** Concept design
  - 8.1 Mockups
- 09** Concept presentation
  - 9.1 Feedback
  - 9.2 Limitations
- 10** Final concept
  - 10.1 Structure
  - 10.2 Branding
  - 10.3 Brand guide
- 11** Material testing
  - 11.1 Printing
  - 11.2 Cutting
- 12** User testing
- 13** Final design
- 14** Future possibilities + limitations
- 15** Conclusion
- 16** Our comments
- 17** References

# Our Team

# 02



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# Introduction

# 03

In this report we will guide you through our design and thinking process of the Pack-Age minor. A multidisciplinary packaging design minor at Aalto University with students from other universities as well, Lahti Institute of Design and University of Helsinki.

During the timespan of four months we went through a double-diamond design process. This process was split over two courses. The first course, Design Insight, was focussing on understanding the project brief, primary & secondary research, and ideating.

During the second course, Art of Packaging, the focus laid on prototyping and testing the final concept. Our team worked together with external partner Paptic, which we will introduce in the following chapter.

After that we will give an overview of the project timeline and share our primary and secondary research, our initial ideas and moodboards, together with some mock-ups.

We will discuss some intermediate feedback from the concept presentations, after which we dive into one final concept. With this final concept our team can start our branding experimentations, finalize the structure and start testing the material.

You are going to see final user input, after which we will share the final implementations and final design. In the end of this report there is a conclusion and future work.

# Company

# D4

We were honored to be collaborating with Paptic, a Finnish company at the forefront of the battle against plastic usage. They're driven by a strong commitment to sustainability, and their unique materials are designed to seamlessly fit into the circular economy, offering a recyclable alternative to plastics.

Not only are their materials lightweight, enhancing resource efficiency in terms of both material field and transportation, but they also prioritize transparency and sustainability in sourcing raw materials from well-managed forests. (Paptic, Sustainable raw materials)

Paptic's materials are incredibly versatile, easily integrating into existing printing and converting lines. They find application in various packaging forms such as bags, pouches, and wraps (Paptic, Applications).

One of the standout features is their special, soft texture, providing a tactile experience reminiscent of textiles. In comparison to paper, they offer a noiseless quality and allow a subtle play of light. Despite being lightweight, these materials boast tear resistance and strength.

Source: Paptic.com





## 4.1 Brief

We were tasked with exploring fresh packaging application possibilities using a new Paptic material. Our goal was to showcase Paptic's distinctive features while effectively communicating the brand's commitment to sustainability.

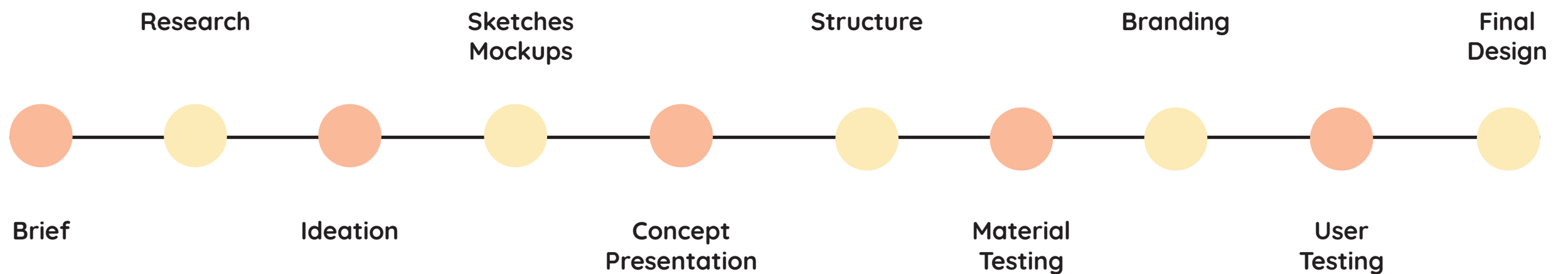
Instead of simply replacing existing plastic packaging, the aim was to either enhance the design of the product through Paptic or create an entirely new packaging concept. Additionally, the challenge involved developing a mono material packaging solution which would be industrially producible.

What if Paptic didn't just **replace** but would be **better** than the original?



# 05

## Process timeline





# Research

# 06

## 6.1 Primary

### Field

To initiate our packaging design process, we undertook a comprehensive search for a product that could benefit from Paptic packaging. We visited various stores, where we observed the packaging approaches across different categories. Notably, our focus was on non-barrier applications, as our objective was to exclusively utilize Paptic in our packaging.

Our findings revealed that products in the **stationery and kids' toy** categories often suffer from excessive packaging, comprising both unnecessary plastic and fiber-based materials.

This not only squanders valuable resources but also complicates recycling for end consumers.





Another sector with a significant plastic packaging footprint is **hygiene products**. Despite directives targeting single-use plastic in items like **cotton buds**, their packaging remains predominantly plastic-heavy and challenging to recycle.

While some actions have been made, products like **diapers**, **menstrual pads**, and **cotton rounds** still predominantly use PE films, although a few companies have introduced paper packaging.







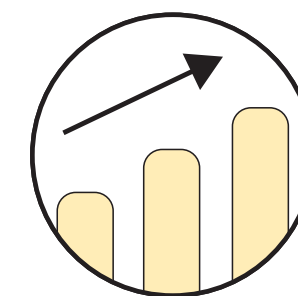
In addition to primary packaging, our investigation extended to secondary packaging options. Flexible plastics such as **shrink films** and **stretch films** are often used for grouping products or stabilizing pallets during transportation.



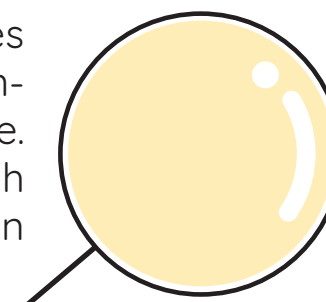
These applications do not necessarily require the barrier properties of plastics, providing an opportunity for more sustainable, non-plastic alternatives.

## Trends

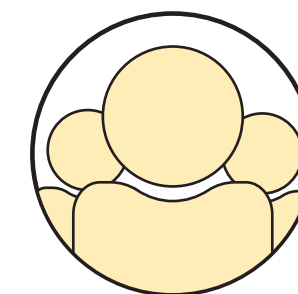
To better grasp current and upcoming trends in packaging, we looked into WGSN trend reports. Our findings revealed that sustainability and accessibility are driving factors in packaging design.



In packaging design, sustainability goes beyond material choices—it involves minimizing overall packaging material usage. The trend leans towards using just enough material for adequate product protection without unnecessary excess.



Companies are eager to communicate their sustainability efforts to consumers, opting for fiber-based packaging materials when possible. Consumers are also increasingly willing to pay a premium for sustainable packaging.



While growing consumer demand propels companies to rethink their packaging, regulatory changes are hastening the pace of these transformations. The European Commission's updates to the packaging and packaging waste directive, along with new recycling targets, are pushing for faster changes. Certain packaging types, such as shrink films in grouped can packaging and plastic bags for small quantities of fruits and vegetables, are slated to be forbidden in the future (Ragonnaud, 2023).

## Consumer-centered design, taking usability and accessibility into account, is becoming a key driver in packaging design.

**B**ased on our field research, we decided to focus on developing new packaging solutions for six-packs of cans and hygiene products like menstrual pads and q-tips. The market value for multipack carriers is currently at 1.55 billion USD, with an estimated annual growth of 4.9% (VerifiedMarketResearch, 2021).

Companies are already responding to upcoming regulations by introducing new cardboard-based solutions. We're particularly interested in exploring whether Paptic could offer a lightweight yet strong option in this market.

In the hygiene sector, the excessive use of plastic in packaging is being addressed. Due to the easy availability of personal care goods in supermarkets, pharmacies, and convenience stores, coupled with the heightened focus on hygiene due to COVID, this market is expected to reach 720 billion USD by 2030 (FortuneBusinessInsights, 2023).

Companies in this sector are responding to consumer demands for more sustainable packaging by introducing eco-friendly options. Paptic's soft and silent properties could bring additional value to these products, providing a sense of intimacy, cleanliness, and comfort.

### 6.2 Secondary Survey

In collaboration with Paptic we decided to explore the possibilities for the shrink film replacement and the possibilities in hygiene pad packaging. In order to better understand the users opinion on the current packaging we decided to create two surveys. One on the pad packaging and one on the shrink film packaging. Below we will share the most important outcomes of both surveys.



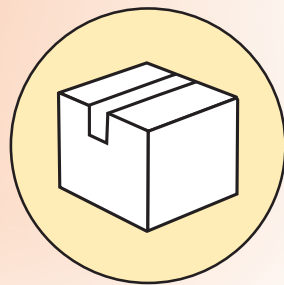


# Hygiene Pads Survey Results



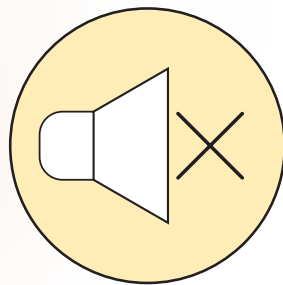
**88%**

want minimal packaging



**81%**

keep pads in original package



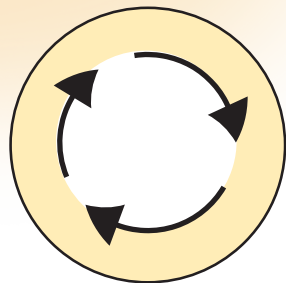
**66%**

want silent material



**81%** want package

to communicate sustainability



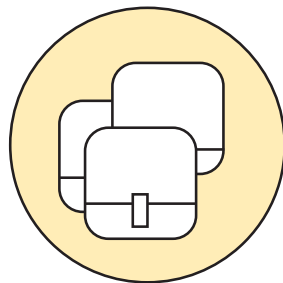
**73%**

want reusability



**51%**

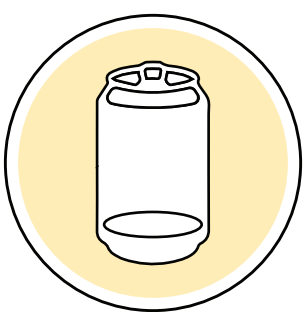
want neutral design



**88%**

want pads multipack

# Shrink Film Survey Results



soda - most popular can drink

bad grocery shopping experience

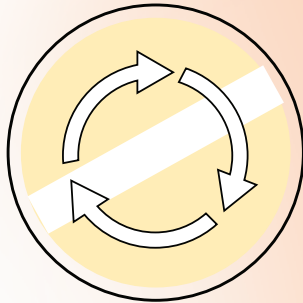
shrink film opening is problematic

**66%** negative about shrink film

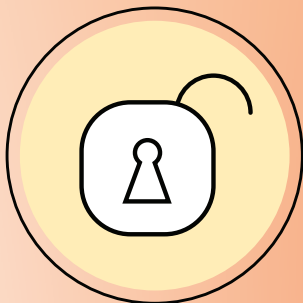
user's painpoints



hard to carry



not sustainable



hard to open

## Design process

After we received responses and our own results we started both the hygiene pack and six pack can pack ideation we created

## Design process

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## Bags & pouches

## Bags & pouches



- Sterna & Tringa
- collaborations

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- collaborations

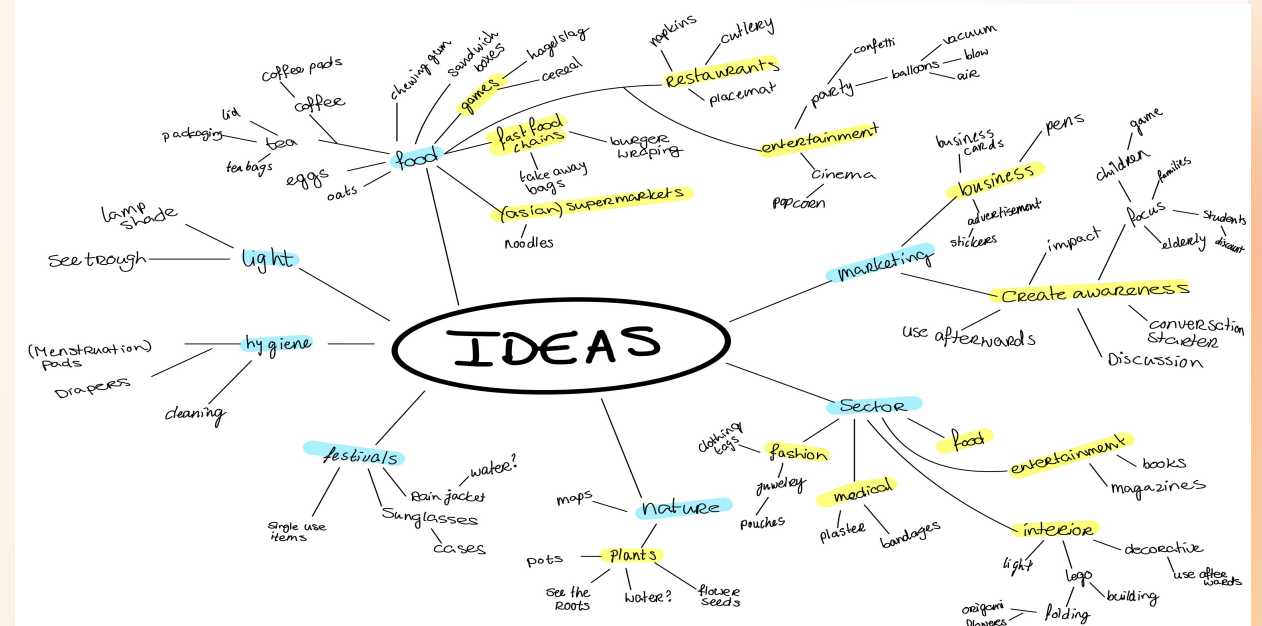
- Apus

- Apus



- Aplus

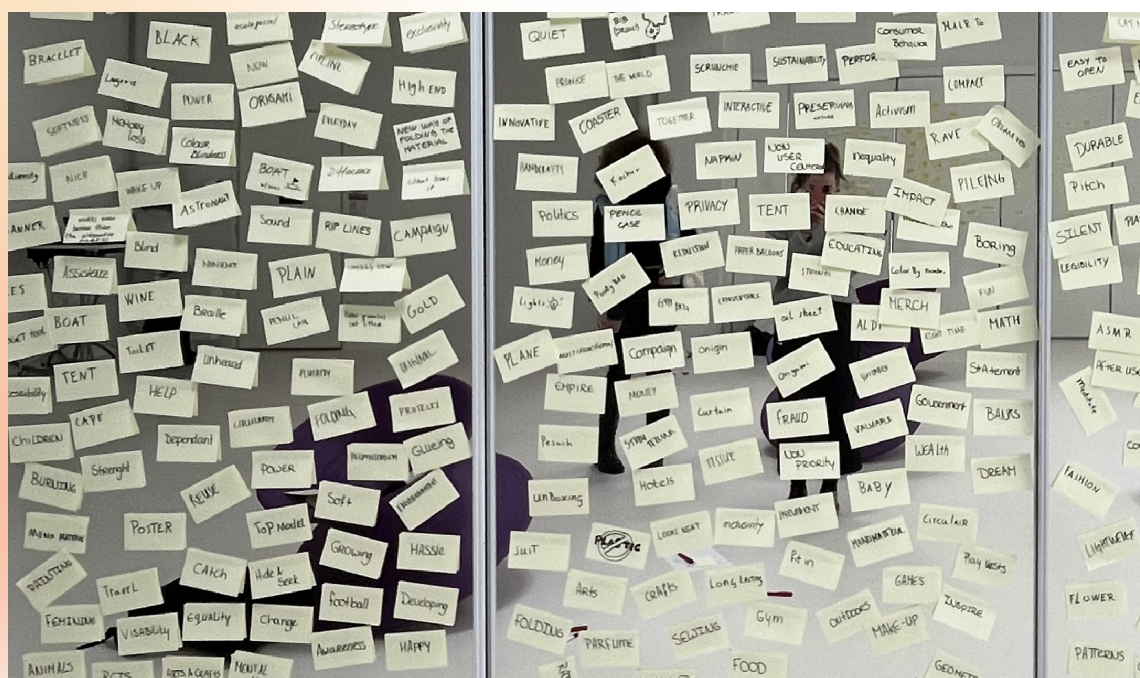
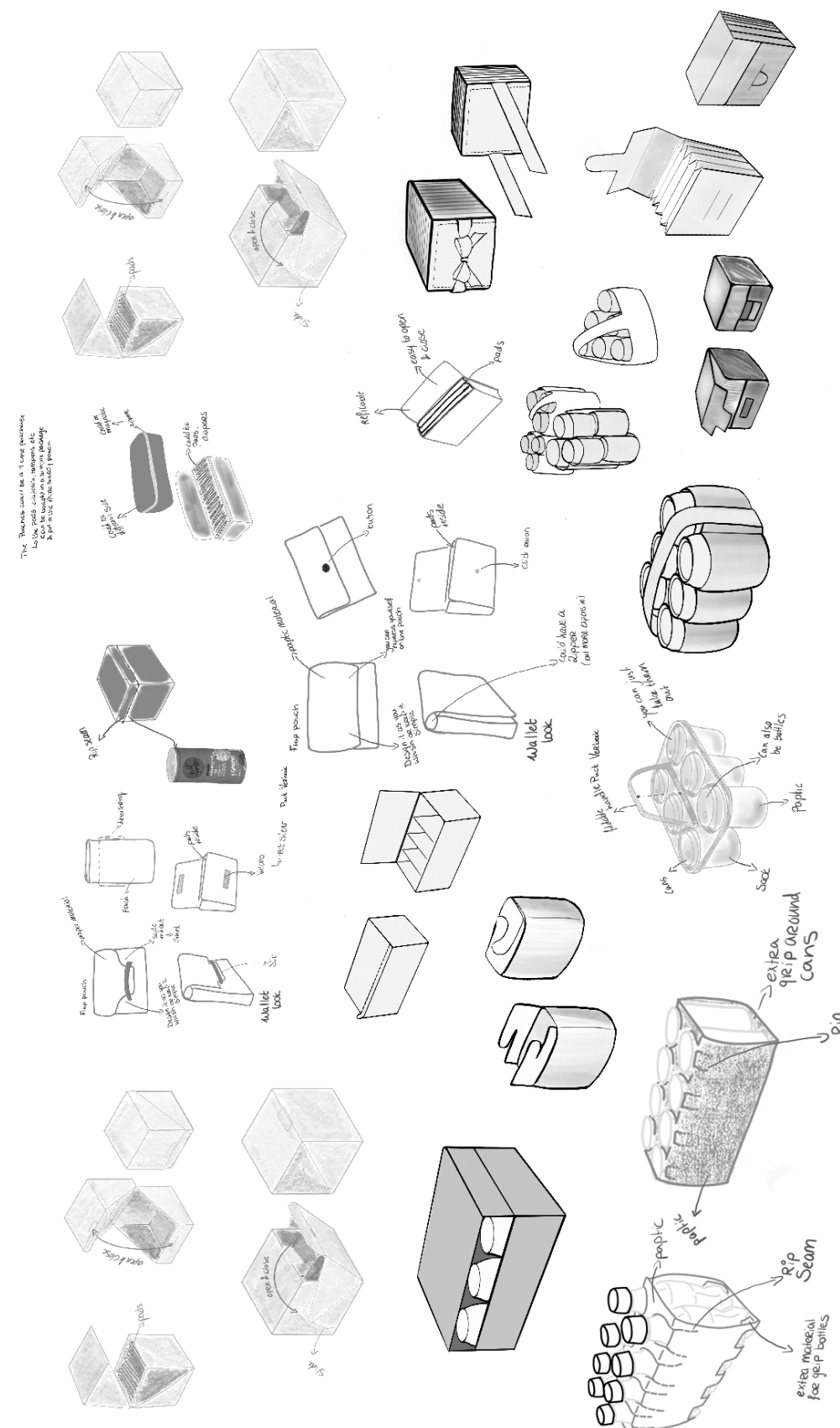
- Aplus





# Ideation

Due to the materials being new to us, we initiated early sketching and mockup trials in our design process. Given that we were not working within the confines of an existing brand, our focus was on refining packaging structures and exploring material possibilities and limitations. Informed by our background research and survey results, we drafted diverse ideas on paper, prioritizing attributes such as easy usage and reclosability. We also crafted mood boards and utilized AI-generated images (Microsoft Bing Image Creator) to enhance the communication of our design and branding intentions.





# Concept Design

# 08



## Mock ups

To better understand the material possibilities and limitations we decided to create some physical mock-ups of some of our ideas





## SIX PACK

In the case of the six-pack can packaging, our objective was to identify packaging options that were not only easy to carry and open but also stackable. Despite our efforts, achieving a sufficiently robust package from the lightest material proved challenging. Additionally, packages made from the heavier Paptic material didn't stand out from paper carriers. Beyond the struggle to introduce a revolutionary structural design, competing with the efficiency of existing shrink film packaging lines posed an obstacle.



## PADS

Our experimentation on various Paptic materials revealed that the new, lightweight, and soft material harmonized effectively with soft products, replicating the tactile experience of the goods.

**Its lightweight nature avoided any significant increase in weight compared to the prevailing LDPE packaging and facilitated similar conversion processes.**

Throughout our design journey, a focus on implementing reclosability led us to conclude, after several trials, that reinforcing the material with a layer of stronger Paptic material was essential.





# 09 Concept Presentation

## Concept Presentation

During our concept presentation, we introduced three packaging ideas each for hygiene pads and six-packs.

### Concept 1



Optimization, minimal packaging



Multipackage, easy access

### Concept 3



High-end Reusable

### Hygiene Pad Concepts:

A straightforward modification of the current LDPE packaging, incorporating interlocking flaps for closure. An innovative concept combining various menstrual pads tailored for different stages of the menstrual cycle. A reusable, foldable packaging designed to shrink as it empties.



Concept 1



Cost-efficient, optimization

Concept 2



Easy access, carryability

Concept 3



High-end, carryability

### Six-Pack Concepts:

A minimalist packaging design focused solely on grouping, with little consideration for portability. Two user-centric concepts that offer enhanced features but involve heavier material usage.

### Material details

For the six-pack concepts, we utilized Sterna. Paptic sterna is a robust Paptic material. The goal was to balance simplicity, functionality, and environmental impact across all concepts.

Source: Paptic.com





**“The *physical and psychological* needs of pads go well with the Paptic material.**

- Markus Joutsela

## Feedback

After our presentation we received a lot of valuable feedback from the teachers and Paptic. Overall the teachers were most excited about the hygiene pads concepts as they saw the connection between the material and the product category. As said by Markus the physical and psychological needs of pads go well with the Paptic material. When we would go further with the hygiene pads we would need to pick a target group and location limit in order to make the branding and visuals appealing to one user group.

It was also mentioned that the category of hygiene pads is easily scalable to diapers, etc.

The teachers and Paptic were also enthusiastic about the six pack packaging, however they saw more limitations in this area. It would be harder to produce these packages and therefore it would become a more premium solution. The gift giving personalization was mentioned a lot. Being able to choose your own variation of beers, mocktails or kombucha was seen as a big opportunity. However, Paptic didn't want to focus on premium or high end products.

## 9.2 Limitations

With all the feedback in mind we had a personal feedback meeting with Paptic the day after the presentation. Here we went more into details about our experiences and limitations encountered when making the physical mock-ups. As we mentioned the difficulties with the six pack packaging we realized this solution would slow down the production drastically. Other than that we didn't really see the

extra benefit of the paptic material compared to the already used cardboard solutions. We did see this extra benefit within the hygiene pads category. Therefore we decided to go on with the hygiene pads category. As Paptic wants the design to be easily implementable into already existing machinery and keep the costs low we decided to continue with the first most simple concept.

**“The goal is to find a product that is the most industry applicable and not a high-end structure.**

- Valtteri Pussi

# Final Concept

# 10

## Final concept

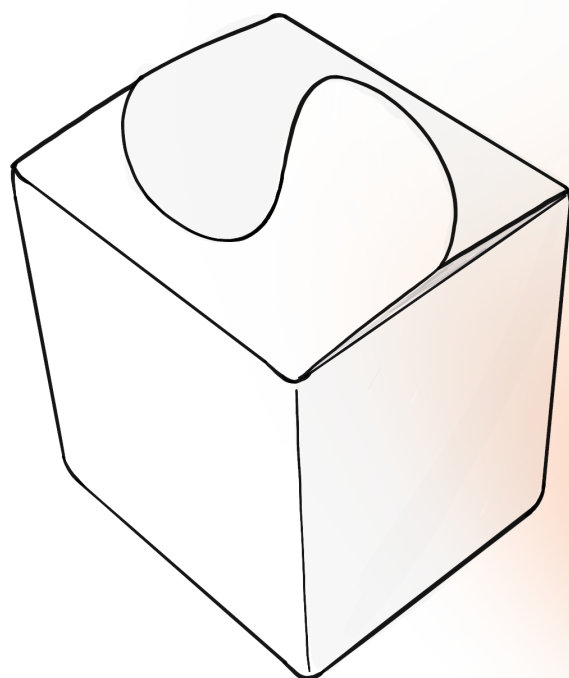
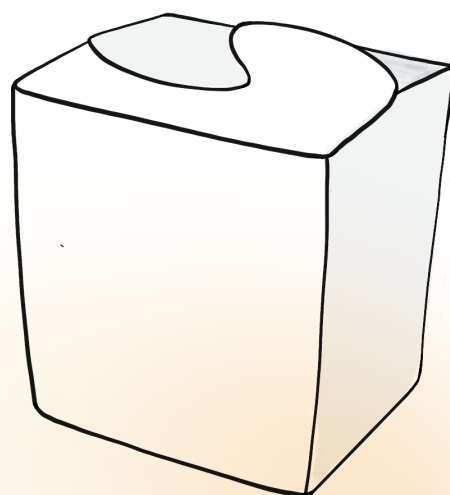
After the presentation and a personal feedback session with Paptic we decided to continue with the simple concept of the hygiene pads. We first started analyzing the already created mockup. After that we created the structure layout on paper. Finally we made the final structure layout in ArtiosCAD software. Building upon our concept presentation and aligning with Paptic's vision, we advanced

our design process to focus on the packaging for menstrual pads. At this stage, we had a preliminary mockup and a clear outline of the packaging structure, incorporating specific functionalities. In addition to utilizing Paptic for the secondary packaging of pads, we aimed to integrate this material into the individual pad envelopes. Advanced our design process to focus on the packaging for menstrual pads.

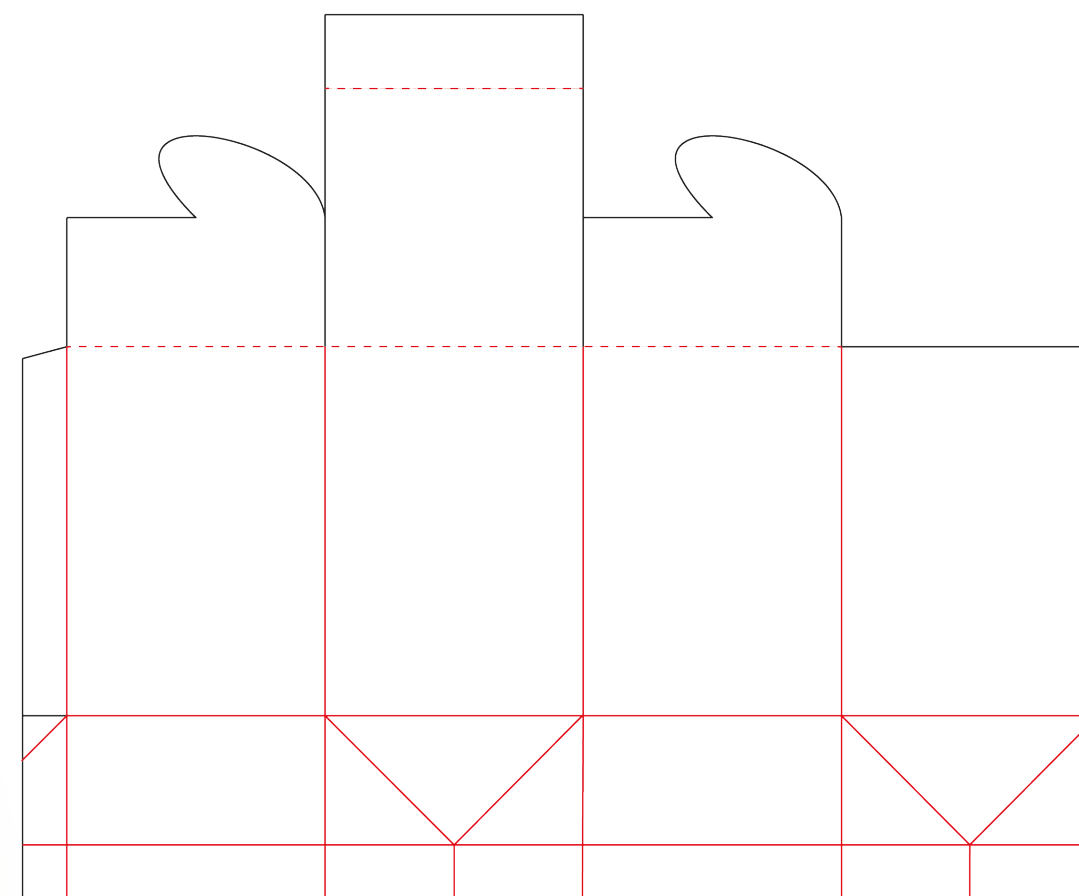


## 10.1 Structure

The current packaging for pads consists of a straightforward LDPE pouch with a perforation line for easy opening. Recognizing the importance of user convenience, we have emphasized both easy opening and reclosing features. To enhance the reclosing properties, we've incorporated interlocking parts at the top of the packaging, ensuring a secure closure post-purchase.



To assure consumers of the packaging's integrity and product safety, these interlocking components remain concealed until the consumer opens the packaging. Our design includes a top closure panel with perforations and a glue flap, while the reclosable elements function as dust flaps until the seal is broken.



The structural design and visualization of our packaging in 3D were accomplished using ArtiosCAD. Our packaging maintains a standard size comparable to other menstrual pad packages on the market and accommodates 14 winged menstrual pads. This thoughtful design not only prioritizes functionality but also ensures a seamless fit within the existing market landscape.





## 10.2 Branding

### Logo

The logo is a wordmark derived from the rounded and geometric font Chennai. We wanted the logo to evoke the feelings of calmness, comfort, and softness. We achieved this by opening up the letters and expanding the space between them, allowing the letters to have room to breathe.

serene

serene  
YOU CAN BE YOU



The base unit for logo construction is the letter "e". The wordmark is one base unit high. The slogan is positioned one third of the base unit below the wordmark and measures the same in height.

### Logo Construction

To achieve a more geometric appearance, we narrowed the letter 's,' opened up the 'e,' and adjusted the kerning to impart a sense of calm and freedom.

serene

Opening up the letter "e".

serene

Curling the ends of the letter "s" and making it more narrow.

serene

The end result.

## 10.3 Brand guide

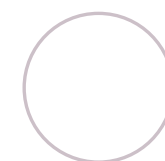
serene

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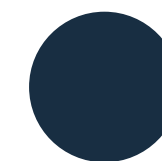
serene

## Color

To enhance the overall visual appeal and align with the sensory characteristics of the material, we opted for a pastel color palette featuring neutral beige, yellow, and orange hues. These soft, comfortable, and calming colors contribute to a visually pleasing packaging experience.



HEX:#FFFFFF  
CMYK: 0, 0, 0, 0,



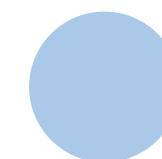
HEX:#1C2F42  
CMYK: 86, 69, 43, 55



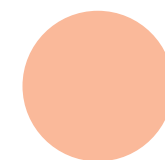
HEX:#FFECB7  
CMYK: 0, 6, 33, 0



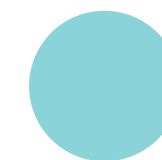
HEX:#F9EFE6  
CMYK: 2, 5, 8, 0



HEX:#8BD3D8  
CMYK: 43, 0, 16, 0



HEX:#FAB99B  
CMYK: 0, 32, 36, 0



HEX:#ABC9E9  
CMYK: 31, 12, 0, 0



# Typography

## Primary

For the main font, we aimed to capture a sense of softness, safety, and comfort. We all liked rounded fonts the most for this purpose, and Chennai stood out because of its nicely rounded letters without stems. We made some small adjustments to the actual logotype in the end.

### Chennai

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Uu Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
. , ! ? - \_ ; : ( ) / & % \$ # " \* < >

Medium  
ABCDEFGHIJKLMN

Aa

## Secondary

For the body text, we selected the rounded font Quicksand, which imparts a feeling of softness. This choice also considered the ink bleeding in the printing process, making the rounded font preferable as sharp edges tend to get softened during printing.

### Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Uu  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
. , ! ? - \_ ; : ( ) / & % \$ # " \* < >

Regular  
ABCDEFGHIJKLMN

SemiBold  
ABCDEFGHIJKLMN

Bold  
ABCDEFGHIJKLMN

Brand Guidelines

Aa

# Gradients

Used in day  
pad packaging



# Gradients

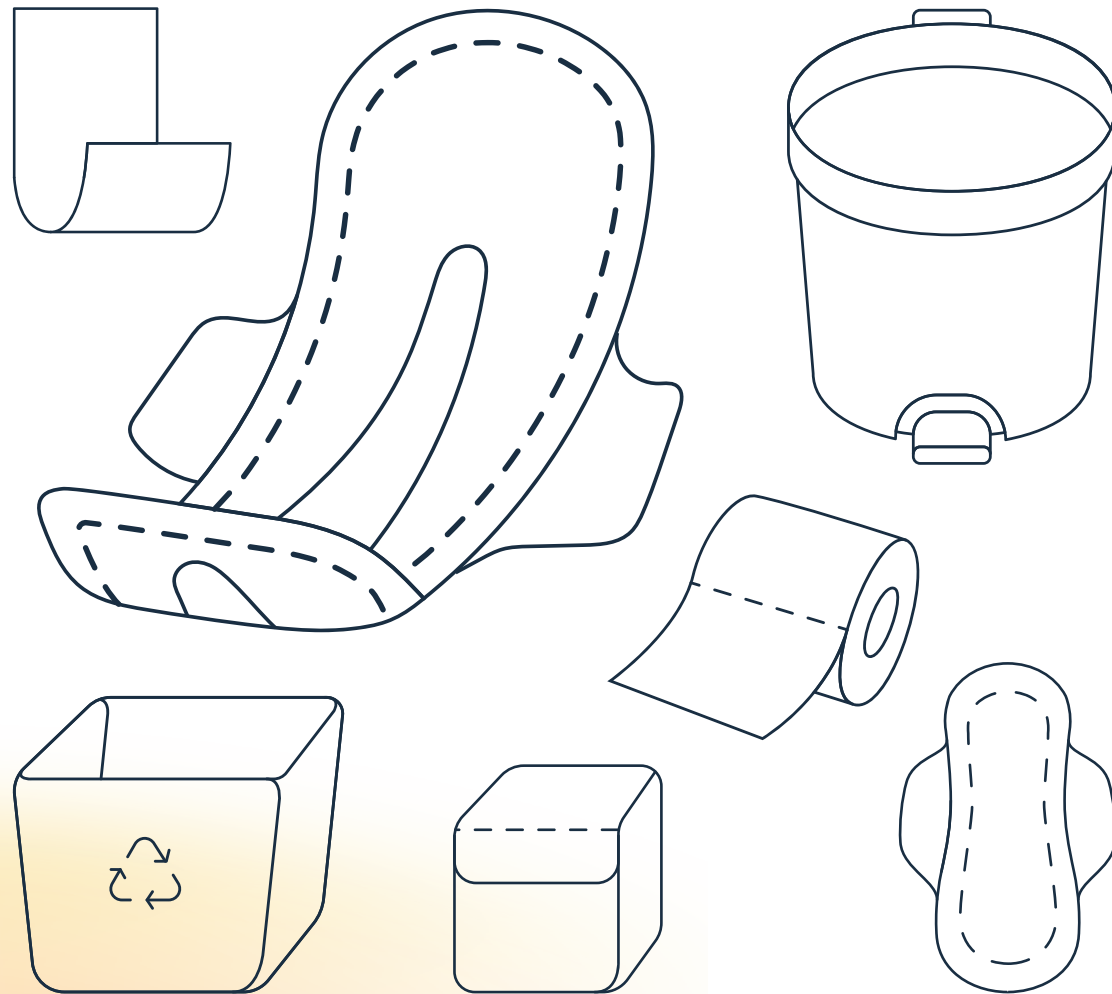
Used in night  
pad packaging





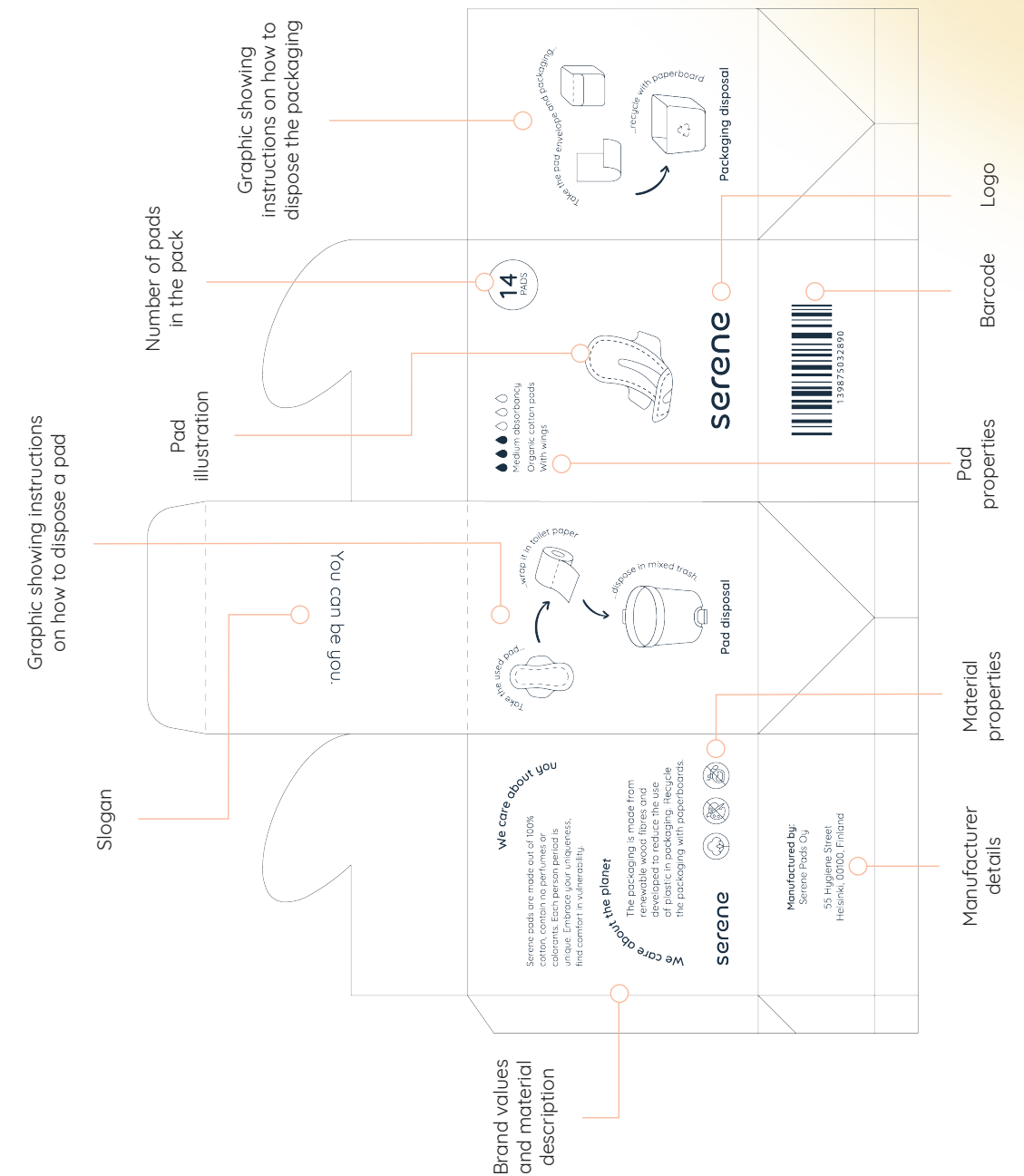
# Graphics

For graphics, we opted for illustrations outlined with a thin stroke, in order for users to understand the information quickly. Emphasizing user-friendly presentation, we utilized infographics to convey information efficiently without having the user to rely solely on text.

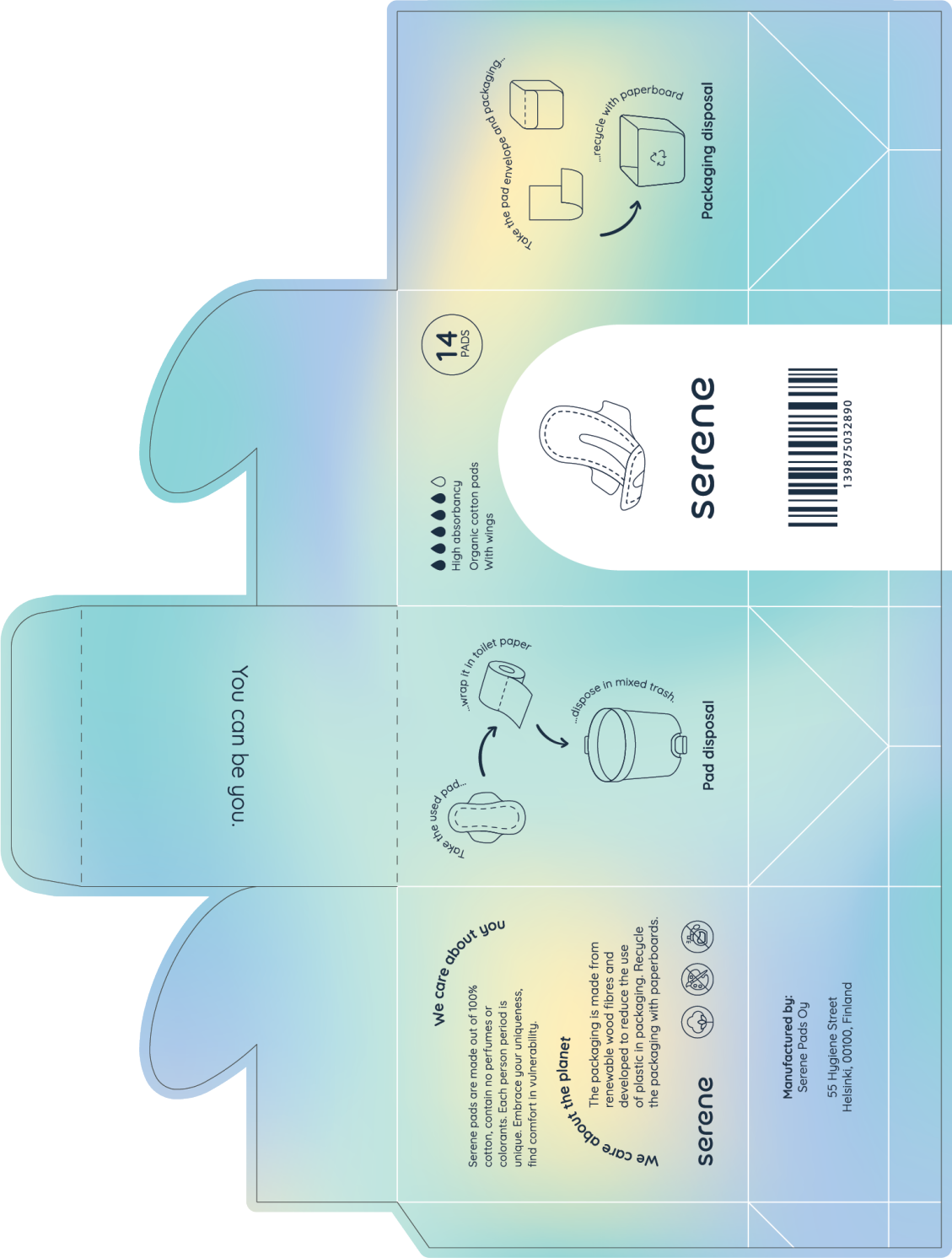
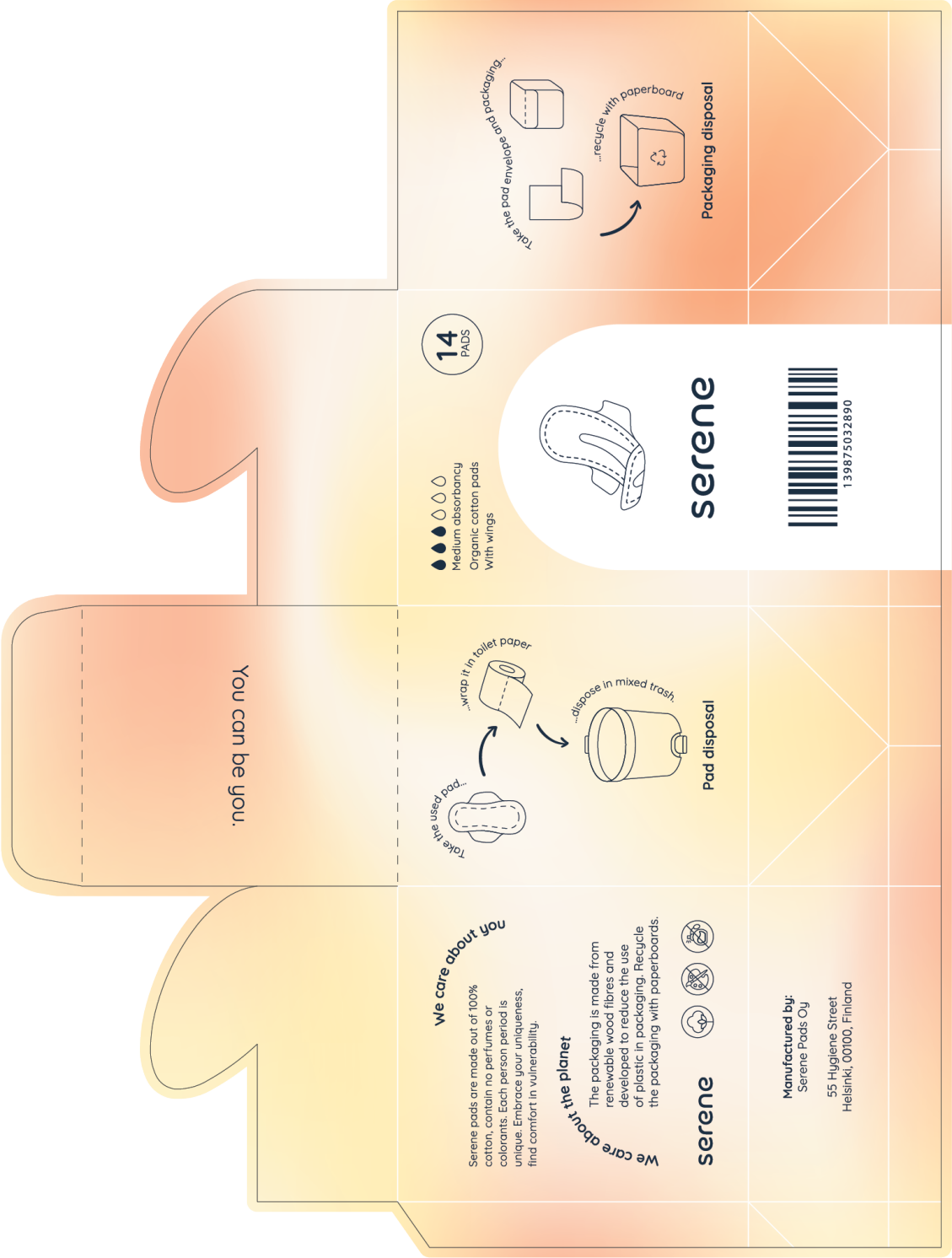


## Layout and content

For graphics, we opted for illustrations outlined with a thin stroke, in order for users to understand the information quickly.



Design colors





# Material Testing

# 11

## 11.1 Printing

Various Paptic materials have undergone testing with different printers, though the specific material we were working with had not been previously examined. Our curiosity extended beyond the material's printing behavior to its color rendition and text display.

Given its lightweight (40 gsm) and slight stretchiness in one direction, it encountered issues in the printer rolls, resulting in jams that required manual removal.





Consequently, we tested the material on a sublimation printer, which demonstrated excellent color reproduction. However, when experimenting with diverse font sizes and illustrations, we observed color bleeding, causing smaller text and EAN codes to blend together and become challenging to read. Additionally, the material exhibited a slight yellowing around the edges, demanding consideration when positioning our design on Paptic. The material's transparency rules out double-sided printing as an option, and we must be mindful that texts and patterns on our pad sleeves may show through the secondary packaging.



Due to the materials properties, from an industrial perspective, sublimation printing proves inefficient for this type of packaging on a larger scale. Alternatively, a flatbed UV printer might be more suitable for industrial-level production.

## 11.2 Cutting

To cut our design, we employed the Zünd digital cutter. Given the lightweight nature of the material, it is necessary to tape it onto the table to prevent any movement during the cutting process.

It is worth noting that despite having creases marked on our template, the creases created by the Zünd did not prominently appear, indicating that this material is most effective for applications that do not demand clean folds.

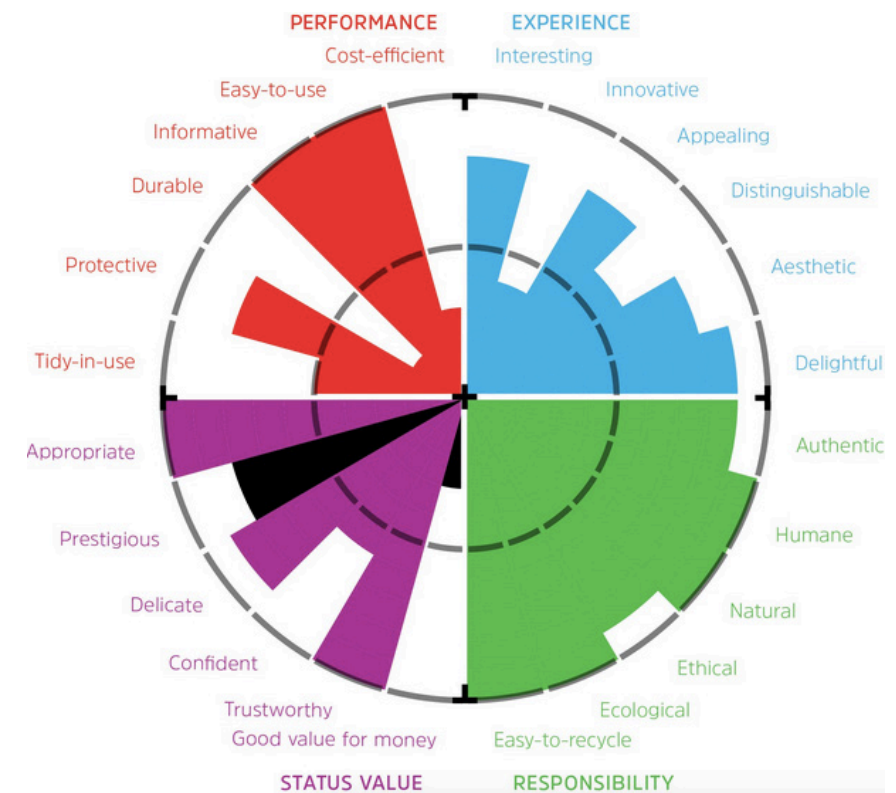




# 12 User Testing

We conducted user testing in collaboration with Sense n Insight using Value Toolkit® interviews, where participants were asked to select from pairs of adjectives that best described the packaging. To establish a baseline, we introduced participants to the Always brand and its packaging before evaluating our own design. We began by gauging their willingness to pay for the product upon first impression and again after a closer examination of the packaging. Given the unique haptic properties of our materials compared to other products in the market, it was crucial to allow participants the opportunity to touch the packaging.

Following the adjective pairs, we presented open-ended questions to gather qualitative insights. Participants were asked about their overall impression of the packaging, what it communicated to them, aspects they liked, and any suggestions for improvement. Additionally, we inquired about their understanding of recycling instructions and whether they desired extra information on the packaging.





# Final Design

# 13











## Future development

### Future possibilities and limitations

In addition to the steadily growing market for feminine hygiene products, this type of packaging holds promise for expansion into other sectors within the hygiene industry.

Diapers are typically packaged in LDPE, similar to menstrual pads. A WGSN trend report on millennial parents (WGSN, 2023) indicates that concerns about climate change play a pivotal role in their purchasing decisions. The current diaper packaging poses a suffocation risk to babies and children, and replacing it with Paptic could provide a safer alternative. Paptic materials, known for being soft, recyclable, and child-safe, offer a viable option. The baby diaper market is valued at 53.04 billion USD and is projected to grow by 6.65% annually (Statista, 2023).

The European Union's Single-Use Plastics directive has addressed the issue of plastic-containing cotton bud sticks, prohibiting their placement on the market. However, a stroll down the hygiene aisle at grocery stores reveals that cotton bud sticks and cotton buds are still predominantly packaged in hard-to-recycle plastic. This market stands to benefit significantly from the adoption of more sustainable packaging materials that also replicate the haptic experience of the product inside.

# Future Development

# 14

# Conclusion

# 15

## Conclusion

Our brief was to explore fresh packaging application possibilities using a new Paptic material. It was our goal to showcase Paptic's distinctive features while effectively communicating the brand's commitment to sustainability. Instead of simply replacing existing plastic packaging, the aim was to either enhance the design of the product through Paptic or create an entirely new packaging concept. Additionally, the challenge involved developing a mono material packaging solution which would be industrially producible.

With Serene we were able to showcase Paptic's unique features uplifting the current pad packaging design and user experience. Being able to make a silent pad opening experience can become a real game changer. Feeling comfortable and safe are the most important feelings when you are on your period. With Serene we enhance these feelings making sure that You can be You!



# Our comments

# 16

“

16 Our comments

Pack-Age provided me with a fresh perspective on packaging. As someone with a background in food science, engaging in a design process with a novel material for non-food packaging was truly eye-opening. Stepping outside my comfort zone allowed me to learn extensively, not only from a diverse group of professionals in branding, package design, material sciences, and package testing but also from my teammates. Each team member contributed their unique expertise, knowledge, and personal interests to the project. This experience has been invaluable, broadening my understanding and strengthening my will to continue working with packaging in the future. I am grateful for the opportunity to be a part of such a collaborative and enlightening project.

**-Viveka Natri**

The Pack-Age minor was a unique experience and very different than the studies from my home university. The minor allowed me to take a deep dive into the Finnish packaging industry. Being able to visit print houses and work with professionals was very exciting. The teamwork with teammates from various different study and cultural backgrounds made it very interesting. Learn from each other and use each other's strengths to make the best out of this project. I am very proud of our end product and the process we have been through. I am curious to see how this project can evolve in the future.

**-Puck Verbeek**

Pack-Age took my design journey to a whole new level. From better understanding the psychology of packaging to getting hands-on with the creative process, every moment was a learning adventure. The supportive environment of my team made it an amazing experience. I like that the course had the perfect balance between theory and practical tasks. Grateful for the skills gained, people I met and the inspiring journey it offered.

**-Kristina Vasileva**

My favorite thing about the package minor was our fantastic team. I learned much from everyone's different disciplines, backgrounds, and nationalities. We are such a diverse group with all the same goals. I loved working together toward something we are so passionate about. Being able to talk about our lives and our work taught me so much.

I think these courses have been my favorite so far in my three years here at Aalto, as it was so great to work so closely with real-life clients and express myself in the field. I got a lot of real-life experience from this course, and I think it gave me the courage to work in the field with more confidence.

**-Lilo Molin**

I am thrilled to have had the chance to participate in the Pack-Age minor. The courses allowed me to meet and work in a team of very talented people and learn from and with them. During the course we got to listen to talks from industry professionals and get feedback on our projects, which I thought was very useful and inspiring. It was also an honor to work with a real client, Paptic, and to be one of the first people to experiment with their material. I am delighted to have had the opportunity to contribute as a graphic designer in the packaging project and assist in the development of a fictional brand. Additionally, the chance to work with equipment I haven't used before, such as the sublimation printer, Zund cutter, and the photography studio, provided valuable experiences that I believe will be beneficial for future projects.

**-Vita Potočník**

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# 17

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