

## 1. Where the market hurts (customer pains)

- Comfort issues: Many complain of pads being *too thick, not soft enough, causing rashes/itchiness*.
- Leakage & absorption: Frequent mentions of pads not lasting long, side leakage, weak gum (stickiness), and *not suitable for heavy flow*.
- Packaging problems: Missing pads, open/poor packaging, misleading product info (e.g., “Made in India” vs. “PRC”), delivery issues.
- Smell & fragrance: Some find *strong/artificial fragrances irritating*; others want *unscented options*.
- Trust deficit: Customers upset when pad count doesn’t match pack claims.
- Price concerns: Complaints about pads being *too expensive* compared to quality delivered.

## 2. What brands claim (claims coverage).

- Absorption & leak protection → “Leak lock,” “deep absorption,” “12 hrs+ protection,” “overnight coverage.”
- Comfort & softness → “Cottony soft,” “rash-free,” “skin-friendly top sheet.”
- Odour control → Fragrance or odour-lock systems.
- Eco/health claims → “Biodegradable,” “no ink,” “organic,” “herbal shield,” “toxin free.”
- Design benefits → “XL/XXL size,” “curve-fit/curve-wear,” “extra wings,” “ultra thin.”

## 3. Gaps/opportunities to act on.

- Rash-free & skin-safe: Despite many brands claiming softness, users still complain about rashes. → Opportunity: *real dermatologically-tested rash-free pads*.
- Fragrance-free but odour-controlled: Strong smell causes headaches; unscented options are appreciated. → Opportunity: *natural odour neutralizers without artificial perfume*.
- Stickiness & placement: Pads shifting, weak gum. → Opportunity: *better adhesive strip technology*.
- Packaging transparency: Missing pads & misleading claims create trust gaps. → Opportunity: *tamper-proof packaging + QR code verification for authenticity*.

- Eco-friendly with performance: Users like biodegradable pads but complain of lower absorbency. → Opportunity: *eco pads with performance at par with synthetic ones.*
- Inclusive sizing: Some want *longer back coverage for heavy flow & night use.*

## Q. What Products Promise (from titles/descriptions)

Absorption/Leak Protection 9.5

Comfort/Softness 7.8

Odour/Fragrance 6.0

Eco-friendly/Natural 4.3

Design/Fit 4.1

Trust/Hygiene 2.9

## Q. Gaps (decide using complaints vs. claim coverage)

White space: Many complaints about Absorption/Leak Protection, but only 9.5% claim it — an undeserved need.

White space: Many complaints about Comfort/Softness, but only 7.8% claim it — an undeserved need.

## Q . Go-to-Market (₹10–12.5 per pad) ● Target: Build a simple plan for a product/pack landing at ₹10–12.5/ pad.

===Simple Product/Pack Plan (₹10–12.5 per pad) ===

	variant	pads_per_pack	total_cost_per_pad	total_cost_per_pack \
0	Standard	6	7.5	45.0
1	Standard	8	7.5	60.0
2	Overnight	6	7.5	45.0
3	Overnight	8	7.5	60.0

	retail_price_per_pack	margin_per_pack	margin_percent
0	72.0	27.0	37.5
1	96.0	36.0	37.5
2	75.0	30.0	40.0
3	100.0	40.0	40.0