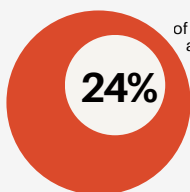


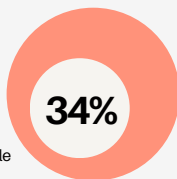
A LOOK AT THE 2025 State of the Period Study

Brought to you by PERIOD. and Thinx Inc., The State of the Period continues to be the only publicly available study tracking the impact of period poverty among U.S. teenage students. This is the fourth installment of this study.

AFFORDABILITY OF PERIOD PRODUCTS



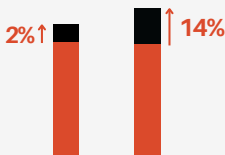
of teens have struggled to afford period products
(23% in 2023)



of low income students struggle or are unable to afford period products.

**Lower-income is defined as a household income of less than \$50,000.

STIGMA IS RISING



62%
of teens agree that society teaches people to be ashamed of their periods

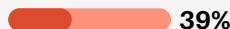
59%
of teens feel personally affected by negative associations of menstruation

● 2023 ● 2025

THE IMPACT IN SCHOOL



of teens report missing class time from a lack of access to period products.

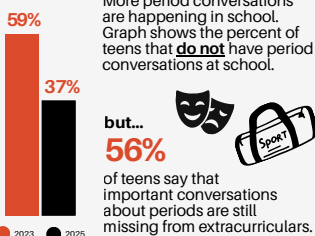


of teens felt unable to do their best schoolwork due to lack of access



of teens have missed class time from symptoms alone

TALKING ABOUT PERIODS



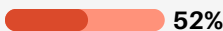
More period conversations are happening in school. Graph shows the percent of teens that **do not** have period conversations at school.

but...
56%
of teens say that important conversations about periods are still missing from extracurriculars.



● 2023 ● 2025

RACIAL DISPARITIES



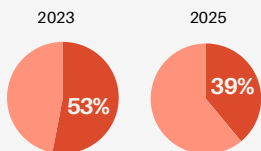
of Hispanic teens wear period products longer than recommended.



of Black teens express that overall economic pressure on their family has affected their period product purchasing habits.

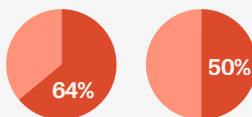
THE GOOD NEWS? IMPROVED ACCESS IN SCHOOL & PUBLIC.

school



Percent of teens that say they rarely or never find free period products in school bathrooms

Percent of students that have trouble finding free products in public bathrooms.



public