

Diva Cup SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">● Reusable● Capable of being sterilized (tampons are not sterile)● Medical-grade silicone leaves no trace in the body, unlike cotton fibers● Comfortable to use● Not associated with any instance of Toxic Shock Syndrome● Can be worn for 12-24 hours● Environmentally friendly● Non-hormonal● Highly cost-effective based on per-year cost of feminine hygiene products	<ul style="list-style-type: none">● The "Icky" Factor — Requires a higher degree of personal interaction, one women may not be comfortable with● A single unit can be easy to lose● High initial investment● Hard to find — currently only carried in health and specialty stores● Two sizes may not be enough to accommodate wide range of anatomy● Many consumers aren't even aware this class of products exists

Opportunities	Threats
<ul style="list-style-type: none"> ● Environmental trend toward producing less consumer waste ● Consumer fears about dioxin content in disposable feminine hygiene products ● Consumer trend of taking control over one's menstrual cycle (Seasonique) 	<ul style="list-style-type: none"> ● Big Tampon — Tampax, Platex, O.B., Kotex currently dominate the market ● Other feminine hygiene brands (Always, Stayfree) readily available ● Other "green" menstrual products — Cups: (Lunette, Keeper, Moon Cup, Instead); Cloth Pads (Lunapads, GladRags) ● Deep-seated brand loyalty forged by consumer in her teen years ● Societal squeamishness about menstruation; the topic is still considered taboo