



Nappies/Diapers/Pants in the United Kingdom

March 2024

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Nappies/Diapers/Pants in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive demand across the category in 2023 due to essential nature
Private label gains further ground in inflationary environment
E-commerce makes subscription formats possible

PROSPECTS AND OPPORTUNITIES

Nappies/diapers/pants set for modest growth over the forecast period
Sustainability to remain important
Omnichannel approach expected to increase

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DISCLAIMER

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