



Nappies/Diapers/Pants in the US

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Marginal improvement in volume growth rate in 2024 owing to easing inflationary conditions and uptick in birth rate
Procter & Gamble and Kimberly Clark continue to lead nappies/diapers/pants in 2024, while insurgents gain share
Ongoing financial uncertainty makes cost reduction and supply optimisation key business priorities

PROSPECTS AND OPPORTUNITIES

Disposable pants and comfort-forward options set to drive growth
Collaborative sustainability paves the way for future eco-friendly initiatives
Brand-building and value-added innovations targeting performance, skin health, and inclusivity will help solidify competitiveness

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Tissue and Hygiene in the US - Industry Overview

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