



Nappies/Diapers/Pants in the US

February 2024

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Nappies/Diapers/Pants in the US - Category analysis

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2023 DEVELOPMENTS

Value-adding innovation targeting performance, skin health and under-served demographics help solidify competitiveness

Sustainability concerns drive new entrants and releases

Leading players and insurgents to consider expanding strategies to offer other services

PROSPECTS AND OPPORTUNITIES

Pants and comfort-forward options offer opportunities for growth, despite unfavourable demographic outlook

Cloth nappies/diapers' cost effectiveness and eco advantages pose a threat to disposable nappies/diapers

D2C thrives on desire for more personalised, predictive and automated baby care

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DISCLAIMER

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