



Euromonitor
International

Nappies/Diapers/Pants in Sweden

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales decline as Sweden’s birth rate continues to fall
- Essity leads but Lidl the big mover as consumers look for the best value
- Distribution shifts towards discounters and e-commerce as consumers look for value and convenience

PROSPECTS AND OPPORTUNITIES

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- E-commerce set to play a more important role in nappies/diapers/pants
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Tissue and Hygiene in Sweden - Industry Overview

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DISCLAIMER

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