



Nappies/Diapers/Pants in Algeria

March 2024

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Nappies/Diapers/Pants in Algeria - Category analysis

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2023 DEVELOPMENTS

Slowing birth rates start to impact demand
New born nappies/diapers rises despite persistent challenges
Star Brands SpA, distributor of Pampers, continues to struggle

PROSPECTS AND OPPORTUNITIES

Sales supported by consumers increasingly seeking hygiene and convenience
Growth slowdown is expected due to economic challenges
Rising interest in sustainability could challenge the demand for disposable nappies/diapers/pants

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