



Nappies/Diapers/Pants in Vietnam

March 2024

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Nappies/Diapers/Pants in Vietnam - Category analysis

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2023 DEVELOPMENTS

Urbanisation and education boosts growth in nappies/diapers/pants

Players compete aggressively for a larger share as the category becomes increasingly fragmented

Rapid expansion of mother and baby stores helping to expand the reach of nappies/diapers/pants in Vietnam

PROSPECTS AND OPPORTUNITIES

Government initiatives being put in place to boost birth rates

Growing sophistication of preferences may offer opportunities for gender-specific offerings

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DISCLAIMER

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