



Euromonitor  
International

# Nappies/Diapers/Pants in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Nappies/diapers/pants display positive growth in value terms despite tough economic climate  
Procter & Gamble and Kimberly-Clarke retain lead of nappies/diapers/pants  
Supermarkets remains preferred distribution channel in South Africa

PROSPECTS AND OPPORTUNITIES

Nappies/diapers/pants expected to remain cornerstone of tissue and hygiene sales  
Rising e-commerce presence set to support sales over forecast period  
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Tissue and Hygiene in South Africa - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/nappies-diapers-pants-in-south-africa/report](http://www.euromonitor.com/nappies-diapers-pants-in-south-africa/report).