



Nappies/Diapers/Pants in India

May 2024

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Nappies/Diapers/Pants in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Nappies/diapers/pants registers steady growth in 2023

Competition intensifies amongst the top two players

Price competition increases in the review period

PROSPECTS AND OPPORTUNITIES

Demographic and macroeconomic factors will continue to support growth for nappies/diapers/pants

Demand for reusable and organic alternatives will continue to grow

E-commerce to become a major distribution channel for sales of nappies/diapers/pants

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DISCLAIMER

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