



Euromonitor
International

Nappies/Diapers/Pants in Pakistan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation trend gains traction in nappies/diapers
The leading players leverage strong brand equity and trust but room remains for local brands
Online and subscription sales models continue to penetrate nappies/diapers

PROSPECTS AND OPPORTUNITIES

Rising product awareness and affordability and a growing 0-3-year-old population to push a demand for packaged options
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More affordable local and Chinese options are set to be competitive

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Tissue and Hygiene in Pakistan - Industry Overview

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DISCLAIMER

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