



# Nappies/Diapers/Pants in Portugal

March 2024

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## Nappies/Diapers/Pants in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Newborn nappies/diapers record positive growth as the birth rate rises  
Private label gains ground as parents appreciate the price-quality ratio  
Rising private label share, however, Procter & Gamble maintains its lead

#### PROSPECTS AND OPPORTUNITIES

The improving birth rate boosts sales of nappies/diapers/pants  
Convenience will stimulate sales while players invest in eco-friendly attributes  
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