



Euromonitor
International

Nappies/Diapers/Pants in Mexico

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- The falling birth rate drives decline for nappies/diapers/pants
- Private label gains share, but the two leaders continue to dominate
- Although e-commerce rises from a low base, grocery retailers continue to dominate

PROSPECTS AND OPPORTUNITIES

- Continued decline anticipated, driven by the falling birth rate
- Discounts available online likely to drive growth for retail e-commerce
- More players likely to offer comfort and sustainability to drive growth

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Tissue and Hygiene in Mexico - Industry Overview

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DISCLAIMER

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