



# Nappies/Diapers/Pants in Germany

March 2024

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

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Ongoing demand for nappies/diapers/pants despite declining birth rate

Pampers remains leading brand of nappies/diapers/pants in Germany

Private label expands offer amid economic instability

#### PROSPECTS AND OPPORTUNITIES

Innovation expected to revolutionise nappies/diapers/pants

Players must address need to reduce waste caused by nappy/diaper production and disposal

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