

# Nappies/Diapers/Pants in the Netherlands

March 2025

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#### Nappies/Diapers/Pants in the Netherlands - Category analysis

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#### 2024 DEVELOPMENTS

Value growth driven by price increases, while volume remains under pressure Pampers retains dominance, while private label gains ground E-commerce emerges as the fastest-growing distribution channel

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Slower value growth expected due to reduced price inflation and volume stagnation E-commerce to continue expanding as parents seek cost savings and convenience Innovation to focus on sustainability in disposable nappies

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