

# Nappies/Diapers/Pants in France

March 2025

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# Nappies/Diapers/Pants in France - Category analysis

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Category sees subdued performances in line with demographic trends

Private label players reap rewards while P&G still leads overall

Green brands see greater interest in 2024

## PROSPECTS AND OPPORTUNITIES

Sales of nappies/diapers/pants set for marginal growth

2025 will be an extension of 2024

Green variants will drive value sales while private labels hold high volume sales potential

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