



Euromonitor  
International

# Nappies/Diapers/Pants in France

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

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#### 2023 DEVELOPMENTS

Category sees subdued performances in line with demographic trends  
Private label players reap rewards  
Consumers still hanker after green solutions but struggle to pay for them in 2023

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Declining birth rate prevents stronger growth  
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