



Euromonitor
International

Nappies/Diapers/Pants in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Convenience drives a gradual switch to disposable pants
- The move towards the premium segment continues
- Retail e-commerce dominates distribution thanks to deals and subscriptions

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- Constant decline expected, although premiumisation set to continue
- Demand for cost-effective products expected to rise as inflation persists
- More segmented and diversified product line-up expected

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Tissue and Hygiene in South Korea - Industry Overview

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DISCLAIMER

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