

Nappies/Diapers/Pants in Switzerland

April 2025

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Nappies/Diapers/Pants in Switzerland - Category analysis

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2024 DEVELOPMENTS

Category growth remains modest as parents prioritise quality and sustainability Procter & Gamble consolidates its leadership as private label gains traction Supermarkets lead, while e-commerce gains favour among busy parents

PROSPECTS AND OPPORTUNITIES

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Tissue and Hygiene in Switzerland - Industry Overview

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