



**Euromonitor
International**

Nappies/Diapers/Pants in New Zealand

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cost of living pressures influence purchasing decisions in nappies/diapers/pants
Kimberly-Clark New Zealand Ltd continues to lead, despite growing competition
Supermarkets remain the leading channel while retail e-commerce increases its share

PROSPECTS AND OPPORTUNITIES

Retail value growth is expected to slow as inflationary pressures ease
Subscription services could offer start up brands growth opportunities
A focus on sustainability is expected to characterise product development over the forecast period

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Tissue and Hygiene in New Zealand - Industry Overview

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DISCLAIMER

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