



Euromonitor
International

Nappies/Diapers/Pants in Argentina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The economic downturn and declining birth rate challenge sales in 2024
Procter & Gamble retains its lead while the market remains controlled by three players
Hypermarkets lose share to small local grocers as the price gap shrinks

PROSPECTS AND OPPORTUNITIES

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Tissue and Hygiene in Argentina - Industry Overview

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DISCLAIMER

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