



Euromonitor
International

Nappies/Diapers/Pants in Singapore

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Auspicious Year of the Dragon drives baby boom, with sales also supported by premiumisation trends
Eco-conscious parents seek sustainable solutions for their babies
Multiple shopping options available for parents in Singapore

PROSPECTS AND OPPORTUNITIES

Sales will remain supported by baseline demand and premiumisation trends
Eco trends will drive new product developments
Retail e-commerce, omnichannel strategies, and cross-border trade will remain relevant

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Tissue and Hygiene in Singapore - Industry Overview

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DISCLAIMER

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