



Nappies/Diapers/Pants in Singapore

February 2024

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Nappies/Diapers/Pants in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Nappies/Diapers/Pants register strong growth in 2023

Quality-seeking new parents give rise to interest in regional and local offerings

E-commerce continues to be the preferred channel post-pandemic due to price sensitivity

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Slowdown in sales expected to drive value innovation

Clean products will perform well due to skin concerns, and less on sustainability

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