



Euromonitor
International

Nappies/Diapers/Pants in the Philippines

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Category expansion thanks to urbanisation and rising incomes
- Players are increasingly connecting with celebrity and influencer collaborations
- Growing popularity of diaper pants boosts online sales

PROSPECTS AND OPPORTUNITIES

- Continued positive performance, led by disposable pants, although sustainability will become a more important consideration
- Distribution landscape will remain largely unchanged, but e-commerce will continue to gain traction, albeit from a low base
- Problem-solving with new technologies is likely to increase in the coming years

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Tissue and Hygiene in the Philippines - Industry Overview

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DISCLAIMER

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