



# Nappies/Diapers/Pants in Italy

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Falling birth rates mean falling volume sales in 2024
- Fater leads through popular Pampers brand
- Supermarkets leads distribution for nappies/diapers/pants

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- Value sales will continue to rise while volume remains in decline
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- Innovation in products designed for premature babies, with sustainable options set to rise slowly

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Tissue and Hygiene in Italy - Industry Overview

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