



Euromonitor  
International

# Nappies/Diapers/Pants in Finland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Nappies/diapers/pants faces pressure as consumers are increasingly price-conscious  
Essity's dominance is built on its trusted reputation and strong customer loyalty  
Consumers appreciate the wide product selection, competitive pricing, and convenience of hypermarkets and supermarkets

PROSPECTS AND OPPORTUNITIES

Rising birth rate and innovation support growth  
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DISCLAIMER

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