



Nappies/Diapers/Pants in Costa Rica

March 2024

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Nappies/Diapers/Pants in Costa Rica - Category analysis

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2023 DEVELOPMENTS

Leading brands seek to attract attention through licensed characters on packaging

Smaller local brands struggle to compete with global players

Cloth diapers struggle to enter the market as consumers preference convenience

PROSPECTS AND OPPORTUNITIES

Nappies/diapers/pants in larger sizes are not widely available on the landscape

Opportunity for private label ranges to gain ground on the landscape

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DISCLAIMER

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