

# Nappies/Diapers/Pants in Costa Rica

March 2025

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#### Nappies/Diapers/Pants in Costa Rica - Category analysis

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#### 2024 DEVELOPMENTS

Growth supported by price declines Kimberly-Clark maintains its leadership, benefiting from its manufacturing site in Costa Rica Supermarkets lead, offering a wide product range

#### PROSPECTS AND OPPORTUNITIES

Future growth driven by consumers gaining greater access to more affordable options Kimberly-Clark to maintain its lead with the opening of a new distribution centre Pants and e-commerce appeal to higher-income consumers

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