



# Nappies/Diapers/Pants in Taiwan

March 2024

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## Nappies/Diapers/Pants in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Disposable pants lead growth in 2023, while nappies/diapers see greater emphasis on premium products, in light of falling birth rate

E-commerce continues as key retail channel

Procter & Gamble leapfrogs United Charm Co Ltd to become new market leader, as players launch more premium products to offset declining consumer base

#### PROSPECTS AND OPPORTUNITIES

Flat performance expected, in line with further decline in the national birth rate

International players will focus on premium products

Diversified marketing campaigns will prove effective in penetrating local market

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