



Nappies/Diapers/Pants in Taiwan

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value and volume sales of nappies/diapers/pants see a stronger performance in 2024 compared to 2023
Procter & Gamble Taiwan Ltd maintains company lead, while United Charm's MamyPoko is the leading brand
Health and beauty specialists maintain the largest distribution share, while e-commerce is hot on its heels

PROSPECTS AND OPPORTUNITIES

Nappies/diapers/pants expected to see a healthy CAGR
International players will lead the charge in product developments, while local players focus on affordability
E-commerce and warehouse clubs tipped to grow stronger

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Tissue and Hygiene in Taiwan - Industry Overview

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