



Euromonitor  
International

# Nappies/Diapers/Pants in Ukraine

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining birth rates place further pressure on demand for nappies/diapers/pants  
Leading players face increasing competition from cheaper brands  
Supermarkets lead distribution but e-commerce continues to make gains

PROSPECTS AND OPPORTUNITIES

Russia’s war in Ukraine will remain the major influence on the future prospects for the category  
E-commerce still full of potential  
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Tissue and Hygiene in Ukraine - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/nappies-diapers-pants-in-ukraine/report](https://www.euromonitor.com/nappies-diapers-pants-in-ukraine/report).