



Euromonitor  
International

# Nappies/Diapers/Pants in Georgia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Declining birth rate impacts volume sales in 2024
- Ontex BVBA leads with its affordable Canbebe brand, closely followed by Pampers
- Consumers trust pharmacies as a reliable channel

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Tissue and Hygiene in Georgia - Industry Overview

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DISCLAIMER

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