



Euromonitor
International

Nappies/Diapers/Pants in Hong Kong, China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Nappies/diapers/pants records single-digit growth through the dynamic disposable pants
Procter & Gamble retains slim lead in nappies/diapers/pants
Retail e-commerce still appeals as consumers seek value-for-money purchases

PROSPECTS AND OPPORTUNITIES

Declining birth rate may be supplemented by influx of government talent schemes
Retail e-commerce set to see competition from offline channels
Natural positioning of nappies/diapers likely to rise over the forecast period

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Tissue and Hygiene in Hong Kong, China - Industry Overview

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DISCLAIMER

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