



# Nappies/Diapers/Pants in Hong Kong, China

February 2024

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## Nappies/Diapers/Pants in Hong Kong, China - Category analysis

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Return of tourists aids the recovery of nappies/diapers/pants  
Skin friendliness and leakage protection are important considerations  
Nappies/diaper brands leverage IP collaboration to penetrate local market

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Declining birth rate will lead to tepid growth in nappies/diapers/pants  
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