

Nappies/Diapers/Pants in Portugal

March 2024

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Nappies/Diapers/Pants in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Newborn nappies/diapers record positive growth as the birth rate rises
Private label gains ground as parents appreciate the price-quality ratio
Rising private label share, however, Procter & Gamble maintains its lead

PROSPECTS AND OPPORTUNITIES

The improving birth rate boosts sales of nappies/diapers/pants
Convenience will stimulate sales while players invest in eco-friendly attributes
Mercadona continues to expand, creating competition for smaller players

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DISCLAIMER

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