

Nappies/Diapers/Pants in Malaysia

March 2024

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Nappies/Diapers/Pants in Malaysia - Category analysis

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2023 DEVELOPMENTS

Disposable pants act as a major contributor to category growth
Natural organic cotton and skin-kind materials are high in demand
Highly competitive landscape between the leading brands

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Affordable-premium baby products gain popularity
Low birth rates suppress potential sales for baby-related products
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