

Nappies/Diapers/Pants in Ecuador

March 2024

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Nappies/Diapers/Pants in Ecuador - Category analysis

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2023 DEVELOPMENTS

Nappies/diaper/pants face ongoing challenges during 2023
Licensing and partnerships to increase the appeal of the product
Productos Familia Sancela discontinues the Pequeñín brand

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Price and performance will play a pivotal role over the forecast period
A declining birth rate leads to pressure on the competitive landscape
The government initiative to reduce VAT payments is not set to have a distinct impact

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DISCLAIMER

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