

Nappies/Diapers/Pants in Morocco

March 2024

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Nappies/Diapers/Pants in Morocco - Category analysis

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2023 DEVELOPMENTS

The low birth rate challenges retail volume sales of nappies/diapers/pants
Players launch products with extra absorption as parents reduce the frequency of changes
Novatis Group SA retains its lead through low prices and wide availability

PROSPECTS AND OPPORTUNITIES

Players add-value in the face of declining retail volume sales
Growing eco-awareness influences ongoing trends in nappies/diapers/pants
Novatis Group SA focuses on absorption while keeping costs accessible

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DISCLAIMER

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