

# Nappies/Diapers/Pants in Austria

March 2024

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## Nappies/Diapers/Pants in Austria - Category analysis

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Higher demand in 2023

Sustainable options gain traction, although many consumers favour convenience

Private label players gain share, while e-commerce gains further traction

#### PROSPECTS AND OPPORTUNITIES

Low birth rate will challenge sales, with growth driven by disposable pants

Rising sustainability trend will shape new product development

Procter & Gamble Austria will retain its lead, while focusing on its eco-friendly goals

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