

# Nappies/Diapers/Pants in Spain

March 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume sales continue to decline as birth rate falls to a record low  
Competitive landscape remains stable but private label makes further gains  
E-commerce sees slower growth as consumers return to their old shopping habits

#### PROSPECTS AND OPPORTUNITIES

E-commerce is expected to continue growing in the forecast period  
A projected increase in Spain's birth rate provides a more promising outlook for the category  
Natural fibres and waste management will be a key focus of innovation

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