



Nappies/Diapers/Pants in Greece

March 2024

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Nappies/Diapers/Pants in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The increase in prices does not contribute to private label growth
Larger pack sizes gain ground, promoted online and through instore retailers
The rising demand for eco-friendly brands as Naty nappies gain shelf space

PROSPECTS AND OPPORTUNITIES

As demographics remain unfavourable, companies explore alternatives
E-commerce is set to gain market share as consumers appreciate convenience
Developments reflect the ongoing polarisation on the landscape

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DISCLAIMER

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