



Nappies/Diapers/Pants in South Africa

March 2024

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Nappies/Diapers/Pants in South Africa - Category analysis

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2023 DEVELOPMENTS

Private label gains further volume share amid inflationary pressures
Kimberly-Clark and Procter & Gamble continue to lead nappies/diapers/pants

PROSPECTS AND OPPORTUNITIES

Stronger growth is anticipated over the forecast period
Innovation of products will drive growth moving forward
Sales to be further supported by rising e-commerce presence

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