



# Nappies/Diapers/Pants in India

May 2024

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

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#### 2023 DEVELOPMENTS

Nappies/diapers/pants registers steady growth in 2023

Competition intensifies amongst the top two players

Price competition increases in the review period

#### PROSPECTS AND OPPORTUNITIES

Demographic and macroeconomic factors will continue to support growth for nappies/diapers/pants

Demand for reusable and organic alternatives will continue to grow

E-commerce to become a major distribution channel for sales of nappies/diapers/pants

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