



Nappies/Diapers/Pants in Mexico

April 2024

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Nappies/Diapers/Pants in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining 0-3 year-old population continues to negatively impact demand
Innovation allows brands to give consumers more value for their money
While Kimberly-Clark retains its leadership, the competitive landscape changes greatly in 2023

PROSPECTS AND OPPORTUNITIES

Room for growth remains if manufacturers can pique consumers' interest in specialised products
Price promotions and advertising to attract consumers
Infrastructure improvements and special online deals to win over consumers to e-commerce

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DISCLAIMER

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