



Nappies/Diapers/Pants in Colombia

February 2024

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Nappies/Diapers/Pants in Colombia - Category analysis

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2023 DEVELOPMENTS

Private label gains ground as parents adjust their budgets in 2023
Rascal-Friends launches on the landscape, offering a premium product to parents
Sustainability and corporate social responsibility in nappies/diapers/pants

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Slower growth anticipated as birth rates decline and private label expands
Opportunities for disposable pants as parents potty train children earlier
Reusable diapers remain a niche as parents preference affordable convenience

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DISCLAIMER

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