



# Nappies/Diapers/Pants in Indonesia

February 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High birth rate pushes demand, with many parents happy to pay more for premium products

Uni-Charm and Softex maintain overall lead as organic trend gains ground

Disposable pants continues to dominate in 2023

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Rising living standards and investment in innovation will spur future growth

Safety comes first and parents will pay for it

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