



# Nappies/Diapers/Pants in the Philippines

March 2024

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## Nappies/Diapers/Pants in the Philippines - Category analysis

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#### 2023 DEVELOPMENTS

Inflationary pressures influence for consumer purchasing behaviour, with growing preference for bulk buying

Disposable pants gain popularity amongst busy parents

Decline in fertility rate has negative impact on demand

#### PROSPECTS AND OPPORTUNITIES

Continued positive performance, led by disposable pants, although sustainability will become a more important consideration

Players will harness power of celebrity or influencer mums as a means to lend credibility to their brands

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