



Nappies/Diapers/Pants in Thailand

March 2024

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Nappies/Diapers/Pants in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining birth rates put pressure on sales but disposable pants continue to flourish as consumers look for convenience and value

Government measures to control prices on essential goods in 2023 prevents significant price hikes in the category

Unicharm and DSG retain their stronghold with value and comfort important to consumers

PROSPECTS AND OPPORTUNITIES

Incentives and initiatives to boost the birth rate and to make nappies/diapers/pants more accessible should positively influence demand

The tension between controlled pricing and innovation likely to persist

Disposable pants set to remain the key growth driver

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DISCLAIMER

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