



# Nappies/Diapers/Pants in the Czech Republic

March 2024

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## Nappies/Diapers/Pants in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume sales return to modest growth in 2023 after contracting in the previous year

Procter & Gamble retains the lead thanks to its broad portfolio and wide distribution of trusted brands

Disposable pants benefits from the resumption of society in the wake of the pandemic and increase in environmental friendliness

#### PROSPECTS AND OPPORTUNITIES

Forecast period decline for nappies/diapers/pants

Price-conscious consumers switch between brands in a bid to find the best value for money with this trend also boosting sales via retail e-commerce

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