

Nappies/Diapers/Pants in China

February 2024

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Nappies/Diapers/Pants in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand declines further in 2023 despite lifting of pandemic restrictions Domestic brands outperform the market, though with shrinking demand Multiple factors drive down the sales of Japanese brands

PROSPECTS AND OPPORTUNITIES

Disposable pants expected to continue driving the market growth Pessimistic forecast of future birth rate forcing brands and manufacturers to seek new growth drivers

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Tissue and Hygiene in China - Industry Overview

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