

Nappies/Diapers/Pants in Peru

March 2024

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Nappies/Diapers/Pants in Peru - Category analysis

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2023 DEVELOPMENTS

Sales recover as rising birth rates and out-of-home activities drive retail volume growth Private label grows as consumers trade down during a time of rising price points Brands attract first-time mothers to drive retail value growth

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Sustainability is slow to grow as players look to educate consumers on eco-attributes Competitors focus on innovation to add value while birth rates decline Product innovations focus on absorption and skin care benefits

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