

# Nappies/Diapers/Pants in Uruguay

March 2024

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## Nappies/Diapers/Pants in Uruguay - Category analysis

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#### 2023 DEVELOPMENTS

Premiumisation drives value growth despite falling consumption  
Small-scale smuggling was less prevalent in nappies/diapers/pants  
Softys Uruguay SA is the leading player

#### PROSPECTS AND OPPORTUNITIES

Trading-up and extending usage are employed to tackle declining volume sales  
Growing influx of Argentinians may boost Pampers' share  
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