

# Nappies/Diapers/Pants in Morocco

March 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The low birth rate challenges retail volume sales of nappies/diapers/pants  
Players launch products with extra absorption as parents reduce the frequency of changes  
Novatis Group SA retains its lead through low prices and wide availability

#### PROSPECTS AND OPPORTUNITIES

Players add-value in the face of declining retail volume sales  
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