

# Nappies/Diapers/Pants in Austria

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Higher demand in 2023  
Sustainable options gain traction, although many consumers favour convenience  
Private label players gain share, while e-commerce gains further traction

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Low birth rate will challenge sales, with growth driven by disposable pants  
Rising sustainability trend will shape new product development  
Procter & Gamble Austria will retain its lead, while focusing on its eco-friendly goals

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