

Nappies/Diapers/Pants in Japan

March 2024

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Nappies/Diapers/Pants in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Massive decrease in the number of newborn babies impacts sales Price increases now under control, but fierce competition remains Continuous shift to disposable pants

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Expansion of the ecosystem will be important Players will seek to build loyalty

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Tissue and Hygiene in Japan - Industry Overview

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