

# Nappies/Diapers/Pants in Poland

March 2024

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# Nappies/Diapers/Pants in Poland - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

The declining birth rate challenges retail volume sales of nappies/diapers/pants Ongoing price rises impacts consumer purchasing behaviour in 2023 Jeronimo Martins targets a wide range of consumers, boosting sales in 2023

## PROSPECTS AND OPPORTUNITIES

The decline in births challenges sales across the forecast period Growing interest in natural materials shapes product innovations on the landscape Delayed potty training benefits sales of nappies/diapers/pants in Poland

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