

Nappies/Diapers/Pants in Greece

March 2024

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Nappies/Diapers/Pants in Greece - Category analysis

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2023 DEVELOPMENTS

The increase in prices does not contribute to private label growth
Larger pack sizes gain ground, promoted online and through instore retailers
The rising demand for eco-friendly brands as Naty nappies gain shelf space

PROSPECTS AND OPPORTUNITIES

As demographics remain unfavourable, companies explore alternatives
E-commerce is set to gain market share as consumers appreciate convenience
Developments reflect the ongoing polarisation on the landscape

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DISCLAIMER

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