

# Nappies/Diapers/Pants in Croatia

March 2024

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# Nappies/Diapers/Pants in Croatia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Volume sales impacted by rising prices and declining birth rate Disposable pants benefit from their comfort and convenience Rising price-sensitivity encourages a shift to private label

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Further slowdown in the country's birth rate will impact future demand Sustainability concerns could see consumers switching to reusable alternatives Private label potential in a time of economic downturn and rising inflation

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