

# Nappies/Diapers/Pants in the Netherlands

March 2024

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## Nappies/Diapers/Pants in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

An increase in the population under 3 years old drives growth

Private label records the strongest growth in 2023

Reusable products remains a small niche but is starting to become an important threat to nappies/diapers/pants

#### PROSPECTS AND OPPORTUNITIES

Increase in recycling over the forecast period boosts growth of disposables

More producer responsibility for recycling seen over the forecast period

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