

# Nappies/Diapers/Pants in Saudi Arabia

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Inflation and higher raw material and production costs foster an increase in the average unit price of nappies/diapers

Gradually decreasing birth rate continues to lower the target audience and limit demand for nappies/diapers

Disposable pants remains the fastest-growing category while segmentation increases across nappies/diapers/pants

### PROSPECTS AND OPPORTUNITIES

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