

# Nappies/Diapers/Pants in Ecuador

March 2024

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## Nappies/Diapers/Pants in Ecuador - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Nappies/diaper/pants face ongoing challenges during 2023  
Licensing and partnerships to increase the appeal of the product  
Productos Familia Sancela discontinues the Pequeñín brand

#### PROSPECTS AND OPPORTUNITIES

Price and performance will play a pivotal role over the forecast period  
A declining birth rate leads to pressure on the competitive landscape  
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