

# Nappies/Diapers/Pants in Colombia

February 2024

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

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Private label gains ground as parents adjust their budgets in 2023

Rascal-Friends launches on the landscape, offering a premium product to parents

Sustainability and corporate social responsibility in nappies/diapers/pants

## PROSPECTS AND OPPORTUNITIES

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Opportunities for disposable pants as parents potty train children earlier

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