

Nappies/Diapers/Pants in Italy

March 2024

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Nappies/Diapers/Pants in Italy - Category analysis

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Huggies engages with consumers through educational communications
Lillydoo continues to carve out its share through strong customer engagement activities
Non-profits collect essentials for price-sensitive parents, while some consider washable options

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Good quality private label options tipped to see success
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DISCLAIMER

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