

# Nappies/Diapers/Pants in Bulgaria

March 2024

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

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Bulgaria's falling birth rate undermines demand for nappies/diapers/pants  
Disposable pants appeal to parents seeking convenience  
Procter & Gamble Bulgaria retains leading position

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Declining birth rate set to continue putting huge pressure on demand  
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