

Nappies/Diapers/Pants in Bolivia

March 2023

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Nappies/Diapers/Pants in Bolivia - Category analysis

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2022 DEVELOPMENTS

Government subsidy dampens volume sales through retail channels

Kimberly leverages its widespread distribution network and broad portfolio to dominate sales

Domestic production expands offering of lower-priced nappies/diapers/pants.

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Muted constant value growth over forecast period

Larger players concentrate on offering value for money

Brands will look to differentiate through innovation

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