

# Nappies/Diapers/Pants in Slovakia

March 2023

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

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Retail volume sales decline as prices rise and the birth rate falls

Product innovations focus on packaging design and eco-friendly options

Procter & Gamble loses share as consumers migrate to cheaper, private label offerings

#### PROSPECTS AND OPPORTUNITIES

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Rising interest in sustainability challenges the demand for disposable nappies/diapers/pants

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