



# Nappies/Diapers/Pants in Sweden

March 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price inflation stimulates a change in consumer spending patterns and shopping habits while falling birth rates dampen category sales

Leading players invest in sustainability with new products benefiting from wide distribution networks

Growing allergy awareness focuses the attention of parents on associated nappies/diapers/pants for their children

#### PROSPECTS AND OPPORTUNITIES

Ongoing economic constraints stimulate significant downtrading as households endeavour to economise

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