



Nappies/Diapers/Pants in Uruguay

March 2024

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Nappies/Diapers/Pants in Uruguay - Category analysis

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2023 DEVELOPMENTS

Premiumisation drives value growth despite falling consumption
Small-scale smuggling was less prevalent in nappies/diapers/pants
Softys Uruguay SA is the leading player

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Trading-up and extending usage are employed to tackle declining volume sales
Growing influx of Argentinians may boost Pampers' share
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DISCLAIMER

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