

## No 7: Pampers

RANK	7 <sup>th</sup>
RANKING CHANGE SINCE 2014	Down four places, from 3 <sup>rd</sup>
FMCG CATEGORY	Tissue and Hygiene, Beauty and Personal Care
BRAND SALES	USD10-15 billion



Pampers is also a Procter & Gamble brand and now counts the Asia Pacific region as its most important, overtaking Western Europe for that distinction in 2014. China is Pampers' second largest country for retail sales, behind only the US, and the brand has approximately double the sales of rival brand Huggies in the country. As with Huggies, Pampers has benefited from the relaxation of the one child policy and consumers increasingly looking for premium products — as well a preference for disposable pants over diapers. Pampers has focused on products / innovation in this area.

In 2017 Pampers became the number one tissue and hygiene brand in North America, however increased competition has led to smaller market share. In the longer term, Pampers faces the issue of a declining birth rate in North America — falling every year but one across 2008–2017. Child rearing costs, later first-baby age and lower immigration are also factors.

A notable US product launch was Pampers' smallest ever diaper, designed for premature babies. In 2017, the nappy was rolled out in the UK, accompanied by a donation of 3 million such nappies to hospitals.

