

P&G launches Pampers Magic in Nairobi

NAIROBI: Pampers recently released a new product they claim is a much thinner but highly absorbent version of the brand, aiming to provide dryness for a longer period. Pampers Magic, coined to support its "magical" absorption of faecal releases by babies, is a Procter & Gamble (P&G) brand.



Right- Left - Andrew Flastow, Country Manager Procter & Gamble explains the features of the new Pampers Magic diaper to Jonathan Ciano, CEO Uchumi Supermarkets.

Speaking at a media launch in Nairobi, Pampers brand manager, Riccardo Cele said, "We are moving away from just containing faecal discharges to offering more functional and aesthetic benefits to make diapering a way of life for babies. Babies need to play freely and sleep longer to enhance their cognitive and physical development."

According to P&G, the new Pampers diaper has a compressed core (absorption area) making it smaller in size and an increased quantity of Active Gel Material (AGM) - which is the absorbent material inside the diaper core that turns liquid into gel locking the liquid away.

Pampers partnered with Uchumi Supermarket to test the shelving benefit (space the product takes on the shelf) by offering a 10% discount at Uchumi's Sarit branch for the first week. Uchumi CEO Jonathan Ciano said the reduced product sizes would increase shelf space to allow a broader choice for shoppers. He said Pampers could now fit more packs in the same space than with the previous packs therefore increasing restocking efficiency.

Speaking at the same function, the Kenya Paediatric Association (KPA) chair, Prof Fred Were said that paediatricians being cognisant of the importance sleep plays in babies' development laud any innovation that goes into improving the quality and quantity of sleep. According to a release from P&G, the KPA has endorsed Pampers as the most effective diaper brand in the market on babies.

Pampers has a majority share of 75% in Kenya in a category that is mainly comprised of Chinese imports and a slew of locally packed diapers. Pampers Magic has been launched in Nigeria, Ghana and Egypt and will only be available in the maxi size before the introduction of mini and midi sizes within a few weeks.