



Reusable Nappy Week 28th April – 4th May 2025

One Change – Big Difference: Empowering Through Experience

Reusable Nappy Week 2025, taking place from **28th April to 4th May**, is a UK-wide campaign that celebrates the many benefits of reusable nappies – from reducing household waste and saving money, to supporting earlier toilet training and building a more sustainable future.

The theme for this year, “**One Change – Big Difference: Empowering Through Experience**” celebrates the collective effort of the reusable nappy industry and wider community of parents and carers who have used reusable nappies. By sharing their experiences, collective knowledge and support, they help empower others to take that first step. Whether it's advice from a cloth nappy library, tips from a retailer, or a parent simply sharing what worked for them, this campaign shows that it's not about being perfect – it's about being part of something bigger.

By choosing reusable nappies, even part-time, families are helping to reduce waste, protect the environment, save money and build a more sustainable future for the next generation. It's about being part of a supportive, informed community – one where shared experiences help others feel more confident, more connected, and more capable of making a positive change.

Reusable nappies: better for the planet and your wallet

Globally, more than **300,000 disposable nappies are sent to landfill, incinerated or are dropped in the environment every minute** [1]. In the UK alone, an estimated **3.6 billion disposable nappies are binned each year**, costing local councils over **£140 million annually** to collect and dispose of. Reusable nappies offer a practical alternative – one that's proven to reduce carbon impact and cut waste.

Wendy Richards, Director at **The Nappy Lady** and member of the **UK Reusable Nappy Week Steering Committee**, said: “Reusable Nappy Week is an important opportunity to raise awareness about the environmental and financial benefits of choosing reusable nappies. As parents, we have the power to make a positive impact on the planet while ensuring the best for our little ones. At The Nappy Lady, we are dedicated to helping families make informed choices and providing support throughout their reusable nappy journey. It's time to say goodbye to single-use and embrace a sustainable future—one nappy at a time.”

According to the UK Government's 2023 Life Cycle Analysis (Defra), reusable nappies have a **25% lower carbon footprint** compared to single-use disposables – and this can be reduced even further depending on how nappies are washed, dried and reused.

Beyond environmental benefits, **families can save around £772 per child over 2.5 years** by switching from a leading disposable nappy brand to a premium reusable nappy brand - with even greater savings when reusing the nappies for subsequent children [2].

Supporting toilet training and child development

This year's campaign also highlights the wider benefits of reusable nappies. Recent research suggests that **the average age for toilet training has increased**, rising by **32% from 28 months in the 1950s to 37 months in the 2000s** [3].

Findings from a recent Cheeky Wipes census indicate that nappy choice can play a significant role in potty training success. Children who wore reusable nappies were found to toilet train significantly earlier than those in disposables – by age 2 and a half, **72% of reusable nappy users were toilet trained**, compared to just **54% of disposable nappy users** [4].

Reusable nappies can be a practical tool for earlier and easier potty training by helping children make the connection between feeling wet and the need to go – an awareness often reduced with ultra-absorbent disposable nappies.

Helen Rankin, Founder of the reusable wipes, nappies and period pants brand Cheeky Wipes said: “Our Toilet Training Census has revealed a staggering shift in potty training trends compared with a generation ago, with around **7% of children now starting school in nappies**.

A key factor appears to be nappy choice, reinforcing that reusables help children make the connection between feeling wet and needing to go.”

This shift in toilet training trends is also being explored in new academic research. The Big Toilet Project, run by a team of researchers from UCL, is currently inviting parents and caregivers to help them explore why the average toilet training age of children has risen and how to reduce the environmental burden of disposable nappy waste. Anyone currently toilet training their child can take part via the [project website](#), whether they are at the beginning, middle, or end of the process.

What’s happening during Reusable Nappy Week

A series of **national conversations, Instagram lives and expert Q&As** will take place online throughout the week, including topics such as getting started with reusables, busting common myths, and understanding the latest research by reusable nappy brands and retailers. There will also be **exclusive offers, educational resources, and in-person events** hosted across the UK offering the chance to see reusable nappies up close, ask questions, and access hands-on support.

To make reusable nappies more accessible, many **Local Authority-funded incentive schemes** are available throughout the UK, offering **vouchers worth up to £100**, as well as nationally available retailer incentive schemes and low-cost **hire kits via cloth nappy libraries**, supported by the **UK Nappy Network**.

To find out more and learn how to get involved, visit the Reusable Nappy Week [website](#) and social media accounts: [Facebook](#), [Instagram](#), [X](#) and [TikTok](#).

-ENDS-

Notes to Editors

Reusable Nappy Week, historically 'Real Nappy Week' first started in April 1997. It is now co-ordinated by the UK Reusable Nappy Week Steering Committee with support from national retailers, cloth nappy libraries, environmental organisations and volunteers.

With increasing concern over climate change and the growing cost of living, reusable nappies are more relevant – and accessible – than ever.

Key Links

[Reusable Nappy Week](#)
[Defra Nappy Lifecycle Analysis](#)
[Real Nappies for London](#)
[UK Nappy Network](#)

Sources

1. UCL News (2025), [Toilet Training Research to Reduce Nappy Waste](#)
2. The Nappy Lady (2023), [Do Reusable Nappies Really Save You Money](#) & BBC (2023), [Better Than Sliced Bread](#)
3. UCL News (2025), [Toilet Training Research to Reduce Nappy Waste](#)
4. Agility PR (2025), [Potty Training Age Has Risen Dramatically](#)

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