

## **Nappies/Diapers/Pants in Pakistan**

Market Direction | 2022-06-28 | 18 pages | Euromonitor

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### **Report description:**

The consistent marketing efforts of leading brands continued to increase the awareness of nappies/diapers/pants in Pakistan, resulting in rapid growth of this category in 2021. Rising fertility rates, rapid urbanisation and a growing middle-income group in the country also expanded the consumer base for these products. Moreover, an increasing participation of women in the workforce was also a major factor fuelling the growth of nappies/diapers/pants as young mothers are inclined to opt for a con...

Euromonitor International's Nappies/Diapers/Pants in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Disposable Pants, Nappies/Diapers.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Nappies/Diapers/Pants market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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## **Table of Contents:**

Nappies/Diapers/Pants in Pakistan  
Euromonitor International  
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List Of Contents And Tables

### **NAPPIES/DIAPERS/PANTS IN PAKISTAN**

#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

Increasing awareness and affordability drives growth in 2021

Nappies/diapers/pants remains highly fragmented

Strong sales and marketing strategy ensures share gain for Molfix in 2021

#### **PROSPECTS AND OPPORTUNITIES**

Conversion from unbranded alternatives to branded nappies/diapers/pants likely to expand the category

Molfix expected to continue its growth momentum, whilst Pampers is expected to reverse declining trajectory

Growth potential in the market likely to attract new local players

#### **CATEGORY DATA**

Table 1 Retail Sales of Nappies/Diapers/Pants by Category: Value 2016-2021

Table 2 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2017-2021

Table 4 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2018-2021

Table 5 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2021-2026

Table 6 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2021-2026

### **TISSUE AND HYGIENE IN PAKISTAN**

#### **EXECUTIVE SUMMARY**

Tissue and hygiene in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

#### **MARKET INDICATORS**

Table 7 Birth Rates 2016-2021

Table 8 Infant Population 2016-2021

Table 9 Female Population by Age 2016-2021

Table 10 Total Population by Age 2016-2021

Table 11 Households 2016-2021

Table 12 Forecast Infant Population 2021-2026

Table 13 Forecast Female Population by Age 2021-2026

Table 14 Forecast Total Population by Age 2021-2026

Table 15 Forecast Households 2021-2026

#### **MARKET DATA**

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2016-2021

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2016-2021

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2017-2021

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2018-2021

Table 20 □Distribution of Retail Tissue and Hygiene by Format: % Value 2016-2021

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Table 21 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2021

Table 22 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2021-2026

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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