

## **Nappies/Diapers/Pants in Austria**

Market Direction | 2023-03-06 | 21 pages | Euromonitor

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### **Report description:**

The demand for nappies remained stagnant during 2022; however, the significant price increases in line with inflation led to double-digit retail value growth. Higher energy costs, transport costs and higher costs for raw materials forced manufacturers and retailers to increase average unit prices of nappy ranges. New born nappies recorded the weakest performance in 2022, attributed to a surprisingly low birth rate.

Euromonitor International's Nappies/Diapers/Pants in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2023

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