

Nappies/Diapers/Pants in Brazil

Market Direction | 2023-03-07 | 24 pages | Euromonitor

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Report description:

Nappies/diapers/pants presented positive retail current value sales in 2022, supported by double-digit growth recorded by disposable pants. This was driven by a premiumisation trend among more affluent local consumers who value convenience. Moreover, manufacturers had to increase their retail prices due to lingering high raw material costs, related to cellulose, packaging, energy and logistics. This had a subsequent impact on stronger retail value sales to the detriment of retail volumes, especi...

Euromonitor International's Nappies/Diapers/Pants in Brazil 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.

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