

Nappies/Diapers/Pants in Canada

Market Direction | 2023-03-08 | 22 pages | Euromonitor

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Report description:

2022 saw a marginal increase in the volume consumption of nappies/diapers, due in part to a marginal increase in live births. However, inflation-induced financial continued weighing on family formation and potential parents' child-bearing decision-making. Consequently, top-line consumption of open tape nappies/diapers in 2022 stayed below the pre-pandemic level. Cloth nappies/diapers, which benefited from consumers' mounting price sensitivity and growing eco-consciousness, also pressured the gro...

Euromonitor International's Nappies/Diapers/Pants in Canada 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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Brands continue gaining share, given recognition, innovations and segmentation strategies

Digital sphere gains a foothold amongst shoppers for nappies/diapers

PROSPECTS AND OPPORTUNITIES

Sluggish birth rate underpins soft outlook for nappies/diapers, while lifestyle shift upends disposable pants

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