

Nappies/Diapers/Pants in China

Market Direction | 2023-03-07 | 21 pages | Euromonitor

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Report description:

Although China introduced a three-child policy in 2021, which allows a couple to have up to three children, the attempt to slow down the decreasing momentum in the birth rate proved to be less effective than expected, with the birth rate still recording a double-digit decline in 2021. Thus, under the negative influence of a declining birth rate and the continuing spread of the pandemic, nappies/diapers/pants registered both retail current value and volume declines in 2022, with value sales seen...

Euromonitor International's Nappies/Diapers/Pants in China 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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