

Nappies/Diapers/Pants in Georgia

Market Direction | 2023-03-10 | 18 pages | Euromonitor

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Report description:

In 2022, though there was a double-digit growth in current value sales of nappies/diapers/pants, volume growth was much more modest but still healthy. The war in Ukraine had a significant impact, with the resultant energy crisis leading to soaring inflation, with consumers being increasingly price sensitive, as a result. Players responded by offering frequent promotions. A falling birth rate also dampened volume sales.

Euromonitor International's Nappies/Diapers/Pants in Georgia 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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