

## **Nappies/Diapers/Pants in India**

Market Direction | 2023-03-09 | 21 pages | Euromonitor

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### **Report description:**

While nappies/diapers/pants recorded a positive performance in both retail volume and value growth terms in 2022, this was mainly driven by disposable pants, which dominates overall category sales in India. Demand for nappies/diapers on the other hand, remained below pre-pandemic levels. During the initial months of the year, India was still recovering from the impact of COVID-19 and gradually, local society started to return to normal. However, many consumers were still working from home or as...

Euromonitor International's Nappies/Diapers/Pants in India 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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Financial limitations impact demand for nappies/diapers in 2022

Competition intensifies within nappies/diapers/pants

Constant pressure on players to set reasonable prices

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