

## **Nappies/Diapers/Pants in Israel**

Market Direction | 2023-03-08 | 20 pages | Euromonitor

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### **Report description:**

Nappies/diapers/pants benefits from a high birth rate (per '000 population) in Israel. However, during the review period the birth rate dipped gradually to reach a low point in 2020. There was an upturn in 2021, leading to the new born format posting the highest increase in percentage terms in nappies/diapers, but the birth rate remained lower than in 2019. Moreover, there was a renewed small drop in 2022. Nonetheless, the still high birth rate and a growing 0-3-year-old population continued to...

Euromonitor International's Nappies/Diapers/Pants in Israel 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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High birth rate and a growing 0-3-year-old population sustain growth trajectory

Price increases and shortages disrupt distribution

Shift to lower-priced brands and private label, but the major brands retain the bulk of sales

#### PROSPECTS AND OPPORTUNITIES

Nappies/diapers to benefit from demographic trends, with disposable pants remaining a popular potty training aid

Prices of imported nappies/diapers may decrease

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