

Nappies/Diapers/Pants in Poland

Market Direction | 2023-03-08 | 19 pages | Euromonitor

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Report description:

Unfavourable demographic developments are directly impacting sales in the nappies/diapers/pants category. The Polish Government is employing new strategies to stimulate an increase in the birth rate, particularly with further financial support for second children and every other child being born to a family. According to the latest statistics, however, the programme does not seem to motivate young Poles, who feel insecure and unsupported in the decision about having children. With a new, stricte...

Euromonitor International's Nappies/Diapers/Pants in Poland 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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