

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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Table of Contents:

Nappies/Diapers/Pants in Poland
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List Of Contents And Tables

NAPPIES/DIAPERS/PANTS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Unfavourable demographic developments

Jeronimo Martins targets wide range of consumers

Consumers becoming more aware of health and wellness and the environment

PROSPECTS AND OPPORTUNITIES

Small pack sizes likely as players look to avoid price rises

Birth rate set to continue to dampen demand

Growing interest in clean labels

CATEGORY DATA

Table 1 Retail Sales of Nappies/Diapers/Pants by Category: Value 2017-2022

Table 2 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022

Table 4 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022

Table 5 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2022-2027

Table 6 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

TISSUE AND HYGIENE IN POLAND

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2017-2022

Table 8 Infant Population 2017-2022

Table 9 Female Population by Age 2017-2022

Table 10 Total Population by Age 2017-2022

Table 11 Households 2017-2022

Table 12 Forecast Infant Population 2022-2027

Table 13 Forecast Female Population by Age 2022-2027

Table 14 Forecast Total Population by Age 2022-2027

Table 15 Forecast Households 2022-2027

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

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Table 21 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 22 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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