

Nappies/Diapers/Pants in Spain

Market Direction | 2023-03-07 | 21 pages | Euromonitor

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Report description:

Spain's birth rate continued to decline in 2022 with this having a detrimental effect on demand for nappies/diapers/pants which continued to decline at a similar rate in retail volume terms. However, elevated inflation and disruptions in commodity prices and distribution served to drive up the selling prices of nappies/diapers/pants in 2022, therefore having a positive impact on sales in current value terms.

Euromonitor International's Nappies/Diapers/Pants in Spain 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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NAPPIES/DIAPERS/PANTS IN SPAIN

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Volume sales continue to decline due to falling birth rate, while rampant inflation drives value growth
Private label and discounters see healthy performances while premium products push for more shelf space
E-commerce continue growing but a slower pace than during COVID-19

PROSPECTS AND OPPORTUNITIES

Declining birth rate represents a huge barrier to growth for nappies/diapers/pants
It is expected a switch towards disposable pants in the future
E-commerce still full of potential

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