

## **Nappies/Diapers/Pants in the Netherlands**

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

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### **Report description:**

Nappies/diapers/pants registered a decline in volume sales in 2022 for a variety of reasons. Although the population of users increased slightly, demand fell as increasingly price sensitive parents were forced to be more economical due to increasing costs. A growing number of parents also opted to try out reusable nappies/diapers. Disposable pants, on the other hand actually increased slightly in volume sales as the majority of users are not price sensitive. At the same time, disposable pants ar...

Euromonitor International's Nappies/Diapers/Pants in Netherlands 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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Euromonitor International  
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Competition in nappies/diapers/pants intensifies as established brands struggle to increase volume sales

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##### PROSPECTS AND OPPORTUNITIES

Nappies/diapers/pants declines slightly in volume sales over the forecast period

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