

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

Market Direction | 2023-03-07 | 27 pages | Euromonitor

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### **Report description:**

Inflation and subsequent consumer spending rationing have intensified the need for differentiating through brand building and innovation offering specific value within nappies/diapers/pants. For example, in summer 2022, Rascal + Friends partnered with CoComelon, the most watched children's brand on YouTube, to connect to more families around the world. The partnership was accompanied by the launch of new limited edition CoComelon nappies/diapers/pants in major retailers such as Walmart, Tesco, C...

Euromonitor International's Nappies/Diapers/Pants in USA 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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Brand building and innovation offering specific value by targeting key underserved needs drive differentiation

Marketing narrative and product launches emphasise purpose-led sustainability positioning

Building harmonious omni-shopping journey across channels remains top of mind

#### PROSPECTS AND OPPORTUNITIES

Disposable pants to drive growth, while performance-forward innovations within nappies/diapers will help offset sluggish demographic challenge

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