

Nappies/Diapers/Pants in Japan

Market Direction | 2023-03-14 | 19 pages | Euromonitor

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Report description:

The number of new births in Japan was expected to sit below 800,000 in 2022, which will be 5% lower than 2021's levels. Since the breakout of the pandemic in 2020, the decline in Japan's birth rate has accelerated. COVID-19 may have made the future more uncertain, but the decline in the number of births has been in a significant trend in the country for years. The gradually waning threat of COVID-19 is unlikely to reverse this trend, because it is rooted in more severe and challenging social iss...

Euromonitor International's Nappies/Diapers/Pants in Japan 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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