

Nappies/Diapers/Pants in Portugal

Market Direction | 2023-03-13 | 21 pages | Euromonitor

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Report description:

Value sales of nappies/diapers/pants recorded substantial growth in 2022. inflationary pressures were a key contributor this strong value increase, while volume sales saw only marginal growth. Overall, increases in the cost of raw materials, shipping costs, labour wages and energy have led to substantial price increases in all tissue and hygiene categories. Value growth was also driven by increasing premiumisation. That said, more dynamic growth rates were not recorded due to the declining birth...

Euromonitor International's Nappies/Diapers/Pants in Portugal 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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Rising private label share with retailer investment; however, Procter & Gamble maintains its lead

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