

Nappies/Diapers/Pants in Serbia

Market Direction | 2023-03-13 | 18 pages | Euromonitor

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Report description:

Nappies/diapers/pants registered healthy current value growth in 2022, though constant value was minimal. In particular, rising prices stemming from the war in Ukraine, which led to rising fuel prices, as well as supply disruptions, negatively impacted growth. The heightened inflation led to increasing price sensitivity and a degree of trading down and slightly diminishing brand loyalty. Players responded by offering generous discounts.

Euromonitor International's Nappies/Diapers/Pants in Serbia 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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