

## **Nappies/Diapers/Pants in Sweden**

Market Direction | 2023-03-13 | 19 pages | Euromonitor

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### **Report description:**

The nappies/diapers/pants category witnessed significant retail price increases in 2022, as manufacturers adjusted price to mitigate the impact of higher input costs. Households remained loyal to brands but this loyalty is being tested as the value-for-money proposition of private label becomes more attractive to budget-conscious Swedes. Consequently, the overall aggregate volume and value shares of private label in nappies/diapers/pants rose for a third consecutive year in 2022. In recent years...

Euromonitor International's Nappies/Diapers/Pants in Sweden 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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