

## **Nappies/Diapers/Pants in Taiwan**

Market Direction | 2023-03-13 | 20 pages | Euromonitor

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### **Report description:**

Since a second wave of COVID-19 in May 2022, more families with younger children were accustomed to staying or working from home as much as possible. While the government did not impose legal restrictions, most people opted to spend more time at home. This resulted in slight increases in cloth nappies/diapers and longer replacement cycles in nappies/diapers/pants.

Euromonitor International's Nappies/Diapers/Pants in Taiwan 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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Moderate increase in nappies/diapers/pants due to rising consumption of disposable pants and rising unit prices in 2022

Retail e-commerce witnesses greater increases, while Costco also registers faster growth

United Charm replaces Procter & Gamble as the new category leader in nappies/diapers/pants in 2022

**PROSPECTS AND OPPORTUNITIES**

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