

## **Nappies/Diapers/Pants in Pakistan**

Market Direction | 2023-06-28 | 18 pages | Euromonitor

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### **Report description:**

The trend of increased awareness and education among parents and caregivers continued to push the demand for nappies/diapers in 2022, although disposable pants remained negligible. As urbanisation continued apace and more women joined the workforce to boost household incomes, nappies/diapers were increasingly deemed necessary and affordable, which enhanced sales performances. Improved accessibility was also a crucial factor influencing the purchasing decisions of parents in terms of nappies/diap...

Euromonitor International's Nappies/Diapers/Pants in Pakistan 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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