

Nappies/Diapers/Pants in Colombia

Market Direction | 2024-02-28 | 20 pages | Euromonitor

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Report description:

In 2023, retail volume sales of nappies/diapers/pants in Colombia continued to be steady. Due to rising inflation and hikes in price points, Colombian parents were forced to make budget adjustments to cover basic needs. Price pressure saw consumers migrate between brands, opting to purchase goods when deals and discounts were in place. While traditionally, brand loyalty drove sales in nappies/diapers/pants, parents have prioritised price-point above perceived quality, increasing sales of afforda...

Euromonitor International's Nappies/Diapers/Pants in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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