

Nappies/Diapers/Pants in Hong Kong, China

Market Direction | 2024-02-29 | 21 pages | Euromonitor

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Report description:

With the termination of lockdowns and the border reopening in Hong Kong, the nappies/diapers/pants category started to recover in 2023. Demand for nappies/diapers/pants remained tepid, however. The declining birth rate in Hong Kong has led to demand for nappies/diapers/pants being sluggish, although many consumers are willing to spend on their friends' or relatives' children. At the same time, parents are being more cost-conscious during a period of economy uncertainty, and reducing unnecessary...

Euromonitor International's Nappies/Diapers/Pants in Hong Kong, China 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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