

## **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.

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