

Nappies/Diapers/Pants in Ecuador

Market Direction | 2024-03-05 | 19 pages | Euromonitor

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Report description:

In 2023, Ecuador's nappies/diapers/pants landscape recorded a decline in retail value and volume sales. The ongoing decline in the birth rate impacted sales and diminished growth, especially in the newborn segment. In addition, the economic impact of rising prices and slower household incomes has shaped purchasing behaviour. Price is a fundamental factor in product choice, although the product's performance remains important. As such, some consumers are much more reluctant to switch to cheaper b...

Euromonitor International's Nappies/Diapers/Pants in Ecuador 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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