

## **Nappies/Diapers/Pants in Georgia**

Market Direction | 2024-03-05 | 18 pages | Euromonitor

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### **Report description:**

The sales of nappies, diapers, and pants in Georgia are strongly influenced by birth rates. Over the review period, there was a significant decrease in the birth rate in the country, and this trend continued into 2023. Consequently, while the volume sales of diapers declined, the value sales continued to grow due to price increases. Diapers maintain the largest market share, while pants remain less popular in Georgia. Retail offerings primarily consist of large-sized pants starting from size four...

Euromonitor International's Nappies/Diapers/Pants in Georgia 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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March 2024

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