

## **Nappies/Diapers/Pants in Greece**

Market Direction | 2024-03-07 | 20 pages | Euromonitor

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### **Report description:**

In 2023, nappies/diapers/pants in Greece was subject to price hikes; the result of an increase in production and logistics costs. Despite the increase in prices in 2022, retail prices rose further across all subcategories in 2023 as manufacturers and retailers aimed to absorb part of the hikes in production costs the previous year. As this began to impact company revenues, price rises were put in place during 2023. As a result of the price increases and lower disposable incomes, parents became v...

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

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Larger pack sizes gain ground, promoted online and through instore retailers

The rising demand for eco-friendly brands as Naty nappies gain shelf space

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