

Nappies/Diapers/Pants in Hungary

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

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Report description:

In 2023, nappies/diapers/pants in Hungary recorded double-digit retail value growth, driven by rising price points. However, retail volume declined, with strong inflationary pressure leading consumers to reduce purchases. In addition, the ongoing decline in the birth rate led to a volume decline in newborn nappies, with this segment being the most negatively impacted.

Euromonitor International's Nappies/Diapers/Pants in Hungary 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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Sustainability gains ground however, price points challenge growth

International players retain the top spots, as Pampers focuses on consumer education

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