

Nappies/Diapers/Pants in Lithuania

Market Direction | 2024-03-07 | 18 pages | Euromonitor

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Report description:

In 2023, the nappies/diapers/pants category experienced a decline, mirroring the overall negative trend in demography. With the category reliant on a specific consumer base, the contraction in population size directly influenced the downturn in sales. This demographic challenge underscores the need for strategic adaptations within the market to address shifting consumer dynamics and preferences, necessitating innovative approaches to sustain relevance amidst changing demographics.

Euromonitor International's Nappies/Diapers/Pants in Lithuania 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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