

Nappies/Diapers/Pants in Morocco

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

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Report description:

In 2023, nappies/diapers/pants in Morocco recorded positive retail value growth, driven by price rises as retail volume growth remained low level, under 1%. During the review period, births in Morocco continued to fall, with the birth rate dropping below 17 per 1,000 persons. While the outbreak of COVID-19 led to a sharp drop in newborn babies, the fertility rate did not increase once the threat of the pandemic faded, with many couples postponing starting a family until their financial situation...

Euromonitor International's Nappies/Diapers/Pants in Morocco 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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Players launch products with extra absorption as parents reduce the frequency of changes

Novatis Group SA retains its lead through low prices and wide availability

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Players add-value in the face of declining retail volume sales

Growing eco-awareness influences ongoing trends in nappies/diapers/pants

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