

Nappies/Diapers/Pants in Peru

Market Direction | 2024-03-11 | 20 pages | Euromonitor

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Report description:

In 2023, nappies/diapers/pants in Peru recorded positive growth for both retail value and volume sales. Following the negative impact of COVID-19, when sales declined in line with home seclusion, the nappies/diaper/pants landscape reached 2019 volume levels during 2023. In addition to parents spending more time outside the household, the drivers of growth included the rising birth rate noted in 2022 and 2023, boosting the use of these goods.

Euromonitor International's Nappies/Diapers/Pants in Peru 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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Brands attract first-time mothers to drive retail value growth

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