

## **Nappies/Diapers/Pants in Poland**

Market Direction | 2024-03-11 | 19 pages | Euromonitor

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### **Report description:**

In 2023, nappies/diapers/pants in Poland recorded positive retail value sales, driven by rising price points. As such, despite these positive results, retail volume sales declined. The falling birth rate is negatively impacting sales opportunities in the nappies/diapers/pants landscape. The Polish Government is employing new strategies to stimulate an increase in the birth rate, offering further financial support for second children and every other child born within a family. However, many Poles...

Euromonitor International's Nappies/Diapers/Pants in Poland 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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