

Nappies/Diapers/Pants in Portugal

Market Direction | 2024-03-15 | 21 pages | Euromonitor

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Report description:

In 2023, nappies/diapers/pants saw positive retail value and volume growth, having recovered from a decline across the review period. While the birth rate dipped in 2021, the number of newborns was positive throughout 2022 and 2023, driving sales in the category. Many consumers put a halt on trying to conceive due to COVID-19. With the threat of the pandemic reducing, birth rates increased in 2023. In addition, the growing inflow of foreigners living in the country of fertile age, boosted births...

Euromonitor International's Nappies/Diapers/Pants in Portugal 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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Newborn nappies/diapers record positive growth as the birth rate rises

Private label gains ground as parents appreciate the price-quality ratio

Rising private label share, however, Procter & Gamble maintains its lead

PROSPECTS AND OPPORTUNITIES

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