

Nappies/Diapers/Pants in Sweden

Market Direction | 2024-03-15 | 20 pages | Euromonitor

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Report description:

Nappies/diapers/pants registered moderate growth in retail value sales in 2023. Broad increases in retail price points across nappies/diapers/pants were driven by cost inflation in the form of energy, material sourcing, labour, logistics and supply chain constraints. Given this situation, household budgets came under increasing strain and spending slowed on nappies/diapers/pants.

Euromonitor International's Nappies/Diapers/Pants in Sweden 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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NAPPIES/DIAPERS/PANTS IN SWEDEN

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Price inflation stimulates a change in consumer spending patterns and shopping habits while falling birth rates dampen category sales

Leading players invest in sustainability with new products benefiting from wide distribution networks

Growing allergy awareness focuses the attention of parents on associated nappies/diapers/pants for their children

PROSPECTS AND OPPORTUNITIES

Ongoing economic constraints stimulate significant downtrading as households endeavour to economise

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