

Nappies/Diapers/Pants in South Africa

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

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Report description:

In a price-sensitive market, and given the recent inflationary pressures, private label witnessed consistent growth in nappies/diapers/pants in South Africa as consumers looked to cheaper alternatives in 2023. Although many parents are considerably brand loyal when it comes to buying nappies, which has historically supported the dominance of Huggies and Pampers, private label manufacturers have continued to increase the quality of their products, making them more reliable and thus more attractiv...

Euromonitor International's Nappies/Diapers/Pants in South Africa 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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