

Nappies/Diapers/Pants in Uruguay

Market Direction | 2024-03-18 | 18 pages | Euromonitor

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Report description:

Retail volume of sales of nappies/diapers/pants in Uruguay fell considerably in 2023, due to the ongoing decline in the country's birth rate. In addition, small-scale smuggling from Argentina also impacted local retailers' sales, although the impact was far less severe than in other tissue and hygiene categories. In contrast to the declining consumption, nappies/diapers/pants witnessed double-digit current value growth in 2023, due to trading up in the category. Premium nappies/diapers/pants are...

Euromonitor International's Nappies/Diapers/Pants in Uruguay 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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NAPPIES/DIAPERS/PANTS IN URUGUAY

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Softys Uruguay SA is the leading player

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