

## **Nappies/Diapers/Pants in Vietnam**

Market Direction | 2024-03-18 | 22 pages | Euromonitor

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### **Report description:**

Nappies/diapers/pants continued to report strong growth in current value and retail volume terms in 2023 backed by rising income levels, urbanisation and a rapidly expanding distribution reach. This growth was also attributed to the increased emphasis on elevated hygiene standards and greater consumer awareness and education in rural areas on the benefits of using these products. Young parents now possess a more profound understanding of baby care routines, selecting the appropriate products for...

Euromonitor International's Nappies/Diapers/Pants in Vietnam 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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Euromonitor International  
March 2024

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Urbanisation and education boosts growth in nappies/diapers/pants

Players compete aggressively for a larger share as the category becomes increasingly fragmented

Rapid expansion of mother and baby stores helping to expand the reach of nappies/diapers/pants in Vietnam

#### PROSPECTS AND OPPORTUNITIES

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