

Nappies/Diapers/Pants in Austria

Market Direction | 2024-03-28 | 20 pages | Euromonitor

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Report description:

Demand for nappies, diapers and pants in Austria increased in 2023. While many women postponed their plans to start a family during the COVID-19 pandemic, the number of babies aged 0-1 years in the population rose in 2022 and remained at a stable level during the following year. Ongoing migration from Ukraine also contributed to a higher demand for nappies/diapers/pants, with disposable pants seeing the strongest rate of growth in volume terms. New born and junior nappies also saw a higher demand...

Euromonitor International's Nappies/Diapers/Pants in Austria 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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Sustainable options gain traction, although many consumers favour convenience

Private label players gain share, while e-commerce gains further traction

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Rising sustainability trend will shape new product development

Procter & Gamble Austria will retain its lead, while focusing on its eco-friendly goals

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