

## **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.

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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Higher demand in 2023

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

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