

## **Nappies/Diapers/Pants in Germany**

Market Direction | 2024-03-26 | 20 pages | Euromonitor

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### **Report description:**

Although Germany's birth rate marginally declined in 2023 after an increase in 2021, demand for nappies/diapers/pants continued to rise. However, value growth was considerably higher. 2022's record-high inflation that led to higher average prices across all categories due to increased costs of raw materials and disruptions along the supply chain continued to be felt by consumers into 2023, whose confidence and purchasing power decreased considerably. The cost of production remained high in 2023.

Euromonitor International's Nappies/Diapers/Pants in Germany 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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