

Nappies/Diapers/Pants in Mexico

Market Direction | 2024-04-09 | 23 pages | Euromonitor

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Report description:

In Mexico, the demographic landscape is experiencing a notable shift, particularly within the 0-3 year-old population segment. According to the latest data published by the National Institute of Statistics and Geography (INEGI), the country witnessed 1,891,388 births in 2022, marking a 1.1% decrease from the previous year. This trend persisted into 2023, with the birth rate dropping from 14.88 per 1,000 people to 14.70, according to Euromonitor's Consumers data. The continuous decline in the bir...

Euromonitor International's Nappies/Diapers/Pants in Mexico 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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Declining 0-3 year-old population continues to negatively impact demand

Innovation allows brands to give consumers more value for their money

While Kimberly-Clark retains its leadership, the competitive landscape changes greatly in 2023

PROSPECTS AND OPPORTUNITIES

Room for growth remains if manufacturers can pique consumers' interest in specialised products

Price promotions and advertising to attract consumers

Infrastructure improvements and special online deals to win over consumers to e-commerce

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