

## **Nappies/Diapers/Pants in Brazil**

Market Direction | 2024-04-24 | 25 pages | Euromonitor

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### **Report description:**

Nappies/diapers/pants saw low retail volume growth in 2023, along with more dynamic current value growth. Brazil finds itself navigating a complex economic and social landscape, characterised by shifting demographics and evolving consumer behaviours. The latest census data revealed a notable decline in the birth rate, reflecting changing societal norms and economic considerations. This trend directly impacts nappies/diapers/pants, a category that is mature, yet still holds significant importance...

Euromonitor International's Nappies/Diapers/Pants in Brazil 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  
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