

Nappies/Diapers/Pants in Australia

Market Direction | 2024-05-14 | 21 pages | Euromonitor

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Report description:

In 2023, nappies/diapers/pants in Australia experienced marginal retail volume growth and solid current value growth. Low volume growth was influenced by several factors, including a declining birth rate and increased competition from washable alternatives. As the birth rate has gradually decreased, growth in nappies/diapers/pants was limited in 2023, particularly in formats designed for newborn babies. Meanwhile, according to Euromonitor's Voice of the Consumer: Health and Nutrition Survey, fie...

Euromonitor International's Nappies/Diapers/Pants in Australia 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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