

Global Baby Diaper Market – Analysis By Product Type, By Size, By Region, By Country (2020 Edition): Market Insight, COVID-19 Impact, Competition and Forecast (2020-2025)

<https://marketpublishers.com/r/G5BE8C35C0BFEN.html>

Date: April 2020

Pages: 195

Price: US\$ 2,000.00 (Single User License)

ID: G5BE8C35C0BFEN

Abstracts

EXECUTIVE SUMMARY

Global Baby Diaper Market was valued at USD 51.68 billion in the year 2019. Escalating urban population with growing access to internet coupled with rapidly surging smartphones penetration with various ecommerce players investing hefty amounts in expanding their geographical presence, has been anticipated to infuse growth in the market for Baby Diaper during the forecast period of 2020-2025. Also, rise in the preference of quality and convenient goods by working women in developed and developing nations, increase in convenience of disposing the disposable diapers, ease of availability of pack of diapers along with offers and discounts on e-commerce websites are the major factors impelling the market growth. However, the market is expected to witness major fall in the year 2020 because of the COVID-19 pandemic, which has resulted in complete lockdown across countries and the restrictions in movement of non-essential items.

Under the type segment, disposable diapers are anticipated to witness the largest market share owing to its attributes of great convenience and disposability. Disposable diapers are safe, convenient and time saving materials proved as a boon for working parents as these are disposable and doesn't require washing cloth nappies for reuse purpose. Therefore, the demand for diapers by the households have been increasing even among the consumers who are less affluent. Also growing adoption of online shopping among consumers with changing fashion and lifestyle preferences supported by ecommerce majors including Amazon, Alibaba engaged in offering a wide range of

products in order to provide better shopping experience with consumers centric website, will be accelerating the Baby Diaper market growth in the coming years.

Medium Size Diapers attained substantial market share under the size segment, chiefly due to higher number of toddlers at global level who are in the weight range for which the medium size diapers are designed.

Among the regions, North America followed by Europe and Asia Pacific, will experience remarkable market share owing to presence of large consumer base and a number of factors including rising healthcare expenditure of the individuals, growing urbanization and increasing awareness about baby care products in the market. Also, the market is majorly driven by rapidly growing population, an emerging middle consumer class, further compounded by urbanization and the growing need for health and wellness solutions in Asian societies.

SCOPE OF THE REPORT

The report analyses Baby Diaper market By Value.

The report analyses Baby Diaper Market By Type (Cloth Diaper, Disposable Diaper, Training Pants, Swim Pants, Biodegradable diaper).

The report assesses the Baby Diaper market By Size (Small and Below Small, Medium, Large, Above Large).

The Global Baby Diaper Market has been analysed By Region (North America, Europe, Asia Pacific) and By Country (US, Canada, UK, Germany, France, Switzerland, China, India, South Korea, Japan).

The key insights of the report have been presented through the attractiveness of the market - by Type, Size and Region. Additionally, the major opportunities, trends, drivers and challenges of the industry has been analysed in the report.

The companies analysed in the report include P&G, J&J, Kimberly-Clark Corp., Pigeon Corp. & Hengan International, Kao Corporation, Ontex, Unicharm Corporation, Domtar, ABENA.

The report presents the analysis of Baby Diaper market for the historical period of 2015-2019 and the forecast period of 2020-2025.

Key Target Audience

Baby Diaper Vendors

Online Retailers

Consulting and Advisory Firms

Contents

1. REPORT SCOPE AND METHODOLOGY

- 1.1 Research Methodology
- 1.2 Executive Summary

2. STRATEGIC RECOMMENDATIONS

3. GLOBAL BABY DIAPER MARKET: PRODUCT OUTLOOK

4. GLOBAL BABY DIAPER MARKET: SIZING AND FORECAST

- 4.1 Market Size, By Value, Year 2015-2025
- 4.2 Market Size, By Volume, Year 2015-2025

5. GLOBAL BABY DIAPER MARKET SEGMENTATION BY TYPE

- 5.1 Competitive Scenario of Global Baby Diaper Market – By Type
- 5.2 By Cloth Diaper– Market Size and Forecast (2020-2025)
- 5.3 By Disposable Diaper- Market Size and Forecast (2020-2025)
- 5.4 By Training Pants-Market Size and Forecast (2020-2025)
- 5.5 By Swim Pants– Market Size and Forecast (2020-2025)
- 5.6 By Biodegradable Diapers- Market Size and Forecast (2020-2025)

6. GLOBAL BABY DIAPER MARKET SEGMENTATION BY SIZE

- 6.1 Competitive Scenario of Global Baby Diaper By Size
- 6.2 By Small & Below Small– Market Size and Forecast (2020-2025)
- 6.3 By Medium- Market Size and Forecast (2020-2025)
- 6.4 By Large– Market Size and Forecast (2020-2025)
- 6.5 By Above Large- Market Size and Forecast (2020-2025)

7. GLOBAL BABY DIAPER MARKET: REGIONAL ANALYSIS

8. NORTH AMERICA BABY DIAPER MARKET: AN ANALYSIS

- 8.1 North America Baby Diaper Market: Size and Forecast, By Value (2020-2025)
- 8.2 North America Baby Diaper Market: Size and Forecast, By Volume (2020-2025)

8.3 Market Segmentation By Type (Cloth Diaper, Disposable Diaper, Training Pants, Swim Pants & Biodegradable Diapers)

8.4 Market Segmentation By Size (Small & Below Small, Medium, Large and Above Large)

8.5 North America Baby Diaper Market: Country Analysis

8.6 Market Opportunity Chart of North America Baby Diaper Market - By Country, By Value (Year-2025)

8.7 Competitive Scenario of North America Baby Diaper: By Country

8.8 United States Baby Diaper Market: Size and Forecast (2020-2025)

8.9 United States Baby Diaper Market Segmentation By Type and Size

8.10 Canada Baby Diaper Market Segmentation By Size and Forecast (2020-2025)

8.11 Canada Baby Diaper Market Segmentation By Type and Size

9. EUROPE BABY DIAPER MARKET: AN ANALYSIS

9.1 Europe Baby Diaper Market: By Value, Size and Forecast 2020-2025)

9.2 Europe Baby Diaper Market: By Volume, Size and Forecast (2020-2025)

9.3 Market Segmentation By Type (Cloth Diaper, Disposable Diaper, Training Pants, Swim Pants & Biodegradable Diapers)

9.4 Market Segmentation By Size (Small & Below Small, Medium, Large and Above Large)

9.5 Europe Baby Diaper Market: Country Analysis

9.6 Market Opportunity Chart of Europe Baby Diaper Market - By Country, By Value (Year-2025)

9.7 Competitive Scenario of Europe Baby Diaper: By Country

9.8 United Kingdom Baby Diaper Market: Size and Forecast (2020-2025)

9.9 United Kingdom Baby Diaper Market Segmentation By Type and Size

9.10 Germany Baby Diaper Market: Size and Forecast (2020-2025)

9.11 Germany Baby Diaper Market Segmentation By Type and Size

9.12 France Baby Diaper Market: Size and Forecast (2020-2025)

9.13 France Baby Diaper Market Segmentation By Type and Size

9.14 Switzerland Baby Diaper Market: Size and Forecast (2020-2025)

9.15 Switzerland Baby Diaper Market Segmentation By Type and Size

10. APAC BABY DIAPER MARKET: AN ANALYSIS

10.1 APAC Baby Diaper Market: By Value, Size and Forecast (2020-2025)

10.2 APAC Baby Diaper Market: By Volume, Size and Forecast (2020-2025)

10.3 Market Segmentation By Type (Cloth Diaper, Disposable Diaper, Training Pants,

Swim Pants & Biodegradable Diapers)

10.4 Market Segmentation By Size (Small & Below Small, Medium, Large and Above Large)

10.5 APAC Baby Diaper Market: Country Analysis

10.6 Market Opportunity Chart of APAC Baby Diaper Market - By Country, By Value (Year-2025)

10.7 Competitive Scenario of APAC Baby Diaper: By Country

10.8 China Baby Diaper Market: Size and Forecast (2020-2025)

10.9 China Baby Diaper Market Segmentation By Type and Size

10.10 India Baby Diaper Market: Size and Forecast (2020-2025)

10.11 India Baby Diaper Market Segmentation: By Type and Size

10.12 South Korea Baby Diaper Market: Size and Forecast (2020-2025)

10.13 South Korea Baby Diaper Market Segmentation By Type and Size

10.14 Japan Baby Diaper Market: Size and Forecast (2020-2025)

10.15 Japan Baby Diaper Market Segmentation By Type and Size

11. GLOBAL BABY DIAPER MARKET DYNAMICS

11.1 Global Baby Diaper Market Drivers

11.2 Global Baby Diaper Market Restraints

11.3 Global Baby Diaper Market Trends

12. MARKET ATTRACTIVENESS

12.1 Market Attractiveness Chart of Global Baby Diaper Market - By Type (Year 2025)

12.2 Market Attractiveness Chart of Global Baby Diaper Market - By Size (Year 2025)

12.3 Market Attractiveness Chart of Global Baby Diaper Market - By Region, By Value, (Year-2025)

13. COMPETITIVE LANDSCAPE

13.1 Market Share Analysis

13.2 Pricing Analysis

14. COMPANY PROFILES (BUSINESS DESCRIPTION, FINANCIAL ANALYSIS, BUSINESS STRATEGY)

14.1 Johnson & Johnson

14.2 Procter & Gamble Co.

- 14.3 Kimberly-Clark Corporation
- 14.4 Hengan International
- 14.5 Pigeon Corporation
- 14.6 Kao Corporation
- 14.7 Ontex
- 14.8 Unicharm Corporation
- 14.9 ABENA
- 14.10 Domtar

List Of Figures

LIST OF FIGURES

Figure 1: Global Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 2: Global Baby Diaper Market Size, By Volume, 2015-2025 (USD Million)

Figure 3: Global Internet Penetration, 2018 (In %)

Figure 4: Global Internet Users, By Region, 2019 (In %)

Figure 5: Infant and toddler population worldwide Under 5, 2018 (In Millions)

Figure 6: Healthcare Expenditure (Share of GDP), By Selected Country, 2013-2017 (In %)

Figure 7: Global working population, 2014-2018 (In Billion)

Figure 8: Global Per Capita Income, 2014-2018 (In USD)

Figure 9: Global Per Capita Income, 2014-2018 (In USD)

Figure 10: Total population, both sexes combined, by five-year age group (thousands), 2020-2050

Figure 11: Global Birth Rate, crude(per 1000 people), 2014-2018

Figure 12: Global Fertility rate, total (births per woman), 2014-2017

Figure 13: Household Disposable Income Net Annual Growth Rate (%) 2018

Figure 14: Global Internet Users, By Region, 2016 & 2019 (Millions)

Figure 15: Global Baby Diaper Market Share- By Type (2019 & 2025)

Figure 16: Global Baby Diaper Market- By Cloth Diaper, By Value (USD Million), 2015-2025

Figure 17: Global Baby Diaper Market- By Disposable Diaper, By Value (USD Million), 2015-2025

Figure 18: Global Baby Diaper Market- By Training Pants, By Value (USD Million), 2015-2025

Figure 19: Global Baby Diaper Market- By Swim Pants, By Value (USD Million), 2015-2025

Figure 20: Global Baby Diaper Market- By Biodegradable Diapers, By Value (USD Million), 2015-2025

Figure 21: Global Baby Diaper Market Share- By Size: (2019 & 2025)

Figure 22: Global Baby Diaper Market- By Small & Below Small, By Value (USD Million), 2015-2025

Figure 23: Global Baby Diaper Market, By Medium, By Value (USD Million), 2015-2025

Figure 24: Global Baby Diaper Market, By Large, By Value (USD Million), 2015-2025

Figure 25: Global Baby Diaper Market- By Above Large, By Value (USD Million), 2015-2025

Figure 26: Global Baby Diaper Market Share- By Region: (2019 & 2020)

Figure 27: North America Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 28: North America Baby Diaper Market Size, By Volume, 2015-2025 (USD Million)

Figure 29: United States health care expenditure per capita, 2014-2018 (USD)

Figure 30: Canada health care expenditure per capita, 2014-2018 (USD)

Figure 31: North America Healthcare Cost Per Capita, 2017 (USD)

Figure 32: Women in work force with births in the last 12 months

Figure 33: North America Number of Births Per Year, 2014–2024 (In Millions)

Figure 34: North America Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 35: North America Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 36: Market Opportunity Chart of North America Baby Diaper Market- By Country, By Value (Year-2025)

Figure 37: North America Baby Diaper Market Share- By Country:

Figure 38: United States Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 39: U.S., Labor force, female (% of total labor force) , 2014-2019

Figure 40: U.S. Birth Rate, 2015-2019

Figure 41: US Number of Births Per Year, 2014–2024 (In Millions)

Figure 42: US Fertility Rate, 2014-2019

Figure 43: United States Gross Domestic Product Growth Rate (%), 2014-18

Figure 44: United States Urban Population (% of Total Population)

Figure 45: United States Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 46: United States Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 47: Canada Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 48: Canada Individuals Using the Internet, 2014 – 2017 (In % of Population)

Figure 49: Labor force, female (% of total labor force), Canada, 2014-2019

Figure 50: Canada Final Consumption Expenditure, 2014 – 2018 (In Annual % Growth)

Figure 51: Canada's Urban Population Growth (annual %), 2013-18

Figure 52: Canada Birth Rate, 2015-2019

Figure 53: Canada Fertility Rate, 2015-2019

Figure 54: Canada Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 55: Canada Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 56: Europe Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 57: Europe Baby Diaper Market Size, By Volume, 2015-2025 (USD Million)

Figure 58: Europe Population, 2014–2018 (In Million)

Figure 59: Europe Urban Population, 2014-2018 (% of total)

Figure 60: Europe Gross domestic product, 2014-2018 (USD Trillion)

Figure 61: Europe Consumer Expenditure, By Select Country, 2018 (USD Billions)

Figure 62: Europe Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 63: Europe Baby Diaper Market-By Size (USD Million), 2015-2025

Figure 64: Market Opportunity Chart of Baby Diaper Market - By Country, By Value (Year-2025)

Figure 65: Europe Baby Diaper Market Share- By Country:

Figure 66: United Kingdom Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 67: Labor force, female (% of total labor force), United Kingdom, 2014-2019

Figure 68: U.K, Fertility Rate, 2014-2019

Figure 69: U.K, Spending on Healthcare, 2015 & 2040 (USD Per Person)

Figure 70: U.K, Birth Rate, 2014-2019

Figure 71: United Kingdom Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 72: United Kingdom Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 73: Germany Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 74: Labor force, female (% of total labor force), Germany, 2014-2019

Figure 75: Germany Fertility Rate, 2014-2018

Figure 76: Germany, Spending on Healthcare, 2015 & 2040E, (USD Per Person)

Figure 77: Germany Birth Rate, 2014-2019

Figure 78: Germany Number of Births Per Year, 2014–2024 (In Millions)

Figure 79: Germany Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 80: Germany Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 81: France Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 82: Labor force, female (% of total labor force), France, 2014-2019

Figure 83: France Birth Rate, 2014-2019

Figure 84: France Fertility Rate, 2014-2019

Figure 85: France Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 86: France Baby Diaper Market-, By Size (USD Million), 2015-2025

Figure 87: Switzerland Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 88: Labor force, female (% of total labor force), Canada, 2014-2019

Figure 89: Switzerland Birth Rate, 2014-2019

Figure 90: Switzerland Fertility Rate, 2014-2019

Figure 91: Switzerland Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 92: Switzerland Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 93: Asia Pacific Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 94: North America Baby Diaper Market Size, By Volume, 2015-2025 (USD Million)

Figure 95: East Asia-Pacific Gross domestic product, 2014-2018 (Current USD Trillion)

Figure 96: East Asia-Pacific GDP Per Capita Income, 2014-2018 (Current USD)

Figure 97: East Asia-Pacific Urban Population, 2014-2018 (% of total)

Figure 98: Asia Population, 2014–2018 (In Billions)

Figure 99: Asia Pacific Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 100: Asia Pacific Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 101: Market Opportunity Chart of APAC Baby Diaper Market - By Country, By Value (Year-2024)

Figure 102: APAC Baby Diaper Market Share- By Country: (2019 & 2025))

Figure 103: China Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 104: China Gross domestic product, 2014-2018 (USD Trillion)

Figure 105: China Fertility Rate 2014-2019

Figure 106: China Birth Rate, 2014-2018

Figure 107: Labor force, female (% of total labor force)

Figure 108: China Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 109: China Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 110: India Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 111: India Gross domestic product, 2014-2018 (USD Trillion)

Figure 112: India Urban population, 2014-2018 (% of total population)

Figure 113: India Per Capita Income by current prices (In USD), 2014-2018

Figure 114: India Population, 2014-2018 (In billion)

Figure 115: India Fertility Rate, 2014-2019

Figure 116: India Birth Rate, 2014-2018

Figure 117: Labor force, female, India (% of total labor force)

Figure 118: India Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 119: India Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 120: South Korea Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 121: South Korea Fertility Rate, 2014–2019

Figure 122: Labor force, female (% of total labor force) - 2014 – 2019

Figure 123: South Korea Birth Rate, 2014 – 2019

Figure 124: South Korea Final Consumption Expenditure, 2014 – 2018 (In Annual % Growth)

Figure 125: South Korea Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 126: South Korea Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 127: Japan Baby Diaper Market Size, By Value, 2015-2025 (USD Million)

Figure 128: Japan Fertility Rate, 2014–2019

Figure 129: Labor force, female (% of total labor force), Japan - 2014 – 2019

Figure 130: Japan Birth Rate, 2014 – 2019

Figure 131: Japan Consumption Expenditure, 2014 – 2018 (In Annual % Growth)

Figure 132: Japan Baby Diaper Market -By Type, By Value (USD Million), 2015-2025

Figure 133: Japan Baby Diaper Market- By Size (USD Million), 2015-2025

Figure 134: Market Attractiveness Chart of Global Baby Diaper Market- By Type (Year-2025)

Figure 135: Market Attractiveness Chart of Global Baby Diaper Market - By Size (Year-2025)

Figure 136: Market Attractiveness Chart of Global Baby Diaper Market- By Region, By Value, (Year-2025)

Figure 137: Market Share of Leading Baby Diaper By Company, 2019 (In %)

Figure 138: Johnson & Johnson, Net Sales, 2014 - 2018 (In USD Million)

Figure 139: Johnson & Johnson, Net Profit, 2014 - 2018 (In USD Million)

Figure 140: Johnson & Johnson, Net Sales, By Geographic Region, 2018 (In %)

Figure 141: Johnson & Johnson, Sales Revenue, By Business Segment, 2018 (In %)

Figure 142: Johnson & Johnson, Net Sales, By Consumer Business Segment, 2018 (In %)

Figure 143: Johnson & Johnson, Baby Care Segment, By Geographic Region, 2018 (In %)

Figure 144: Procter & Gamble Co. Net Sales (USD Billions), Year 2015-2019

Figure 145: Procter & Gamble Co., Net Profit (USD Billions), Year 2015-2019

Figure 146: Procter & Gamble Co., By Geographic Region, 2019 (In %)

Figure 147: Procter & Gamble Co., Sales Revenue, By Business Segment, 2019 (In %)

Figure 148: Kimberly-Clark Corporation, Sales Revenue (USD Millions), 2014-2018

Figure 149: Kimberly-Clark Corporation, Net Profit (USD Millions), 2014-2018

Figure 150: Kimberly-Clark Corporation, By Geographic Region, 2018 (In %)

Figure 151: Kimberly-Clark Corporation, By Business Segment, 2018 (In %)

Figure 152: Hengan International, Sales Revenue (USD Million), Year 2014-2018

Figure 153: Hengan International, Net Profit (USD Million), Year 2014-2018

Figure 154: Hengan International, By Geographic Region, 2018 (In %)

Figure 155: Hengan International, By Business Segment, 2018 (In %)

Figure 156: Hengan International, By Personal Hygiene Segment, 2018 (In %)

Figure 157: Pigeon Corporation, Sales Revenue (USD Million), Year 2015-2019

Figure 158: Pigeon Corporation, Net Profit (USD Million), Year 2015-2019

Figure 159: Pigeon Corporation, By Business Segment, 2019 (In %)

Figure 160: Kao Corporation, Sales Revenue (USD Million), Year 2014-2018

Figure 161: Kao Corporation, Net Profit (USD Million), Year 2014-2018

Figure 162: Kao Corporation, By Business Segment, 2018 (In %)

Figure 163: Ontex, Sales Revenue (USD Million), Year 2014-2018

Figure 164: Ontex, Net Profit (USD Million), Year 2014-2018

- Figure 165: Ontex, By Business Segment, 2018 (In %)
- Figure 166: Ontex International, By Geographic Region, 2018 (In %)
- Figure 167: Ontex, By Brands, 2018 (In %)
- Figure 168: Ontex, By customer base, 2018 (In %)
- Figure 169: Unicharm Corporation, Sales Revenue (USD Million), Year 2014-2018
- Figure 170: Unicharm Corporation, Net Profit (USD Million), Year 2014-2018
- Figure 171: Unicharm Corporation, By Business Segment, 2019 (In %)
- Figure 172: Unicharm Corporation, By Geographic Region, 2019 (In %)
- Figure 173: Domtar, Sales Revenue (USD Million), Year 2015-2019
- Figure 174: Domtar, Net Profit (USD Million), Year 2015-2019
- Figure 175: Domtar, By Business Segment, 2019 (In %)
- Figure 176: Domtar, By Geographic Region, 2019 (In %)

List Of Tables

LIST OF TABLES

Table A: Global Access to Healthcare Index, Ranking of Select Countries in Asia Pacific Region, 2017 (score out of 10)

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