

Global Baby Nappies/Diapers/Pants Update: Industry Potential and Consumer Preferences

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Abstracts

The category of baby nappies/diapers/pants sees positive growth globally, with increased usage in developing markets. Developed regions have seen a push for premium to improve value in the absence of organic growth. Performance in 2020 will be shaped by the extent of the economic fallout from the Coronavirus pandemic, with more focus on affordability. This report reveals key drivers behind category growth globally through 2024, consumer preferences across markets, and retail channel shifts.

Euromonitor International's Global Baby Nappies/Diapers/Pants Update: Industry Potential and Consumer Preferences global briefing offers an insight into to the size and shape of the tissue and hygiene market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within tissue and hygiene, analyses leading companies and brands, assesses the importance of private label and offers strategic analysis of major factors influencing the market - be they new product developments, economic/lifestyle/environmental influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tissue and Hygiene 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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