

## Nappies/Diapers/Pants in Peru

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In spite of the continuous fall in Peru's birth rate, diapers' value sales continue to grow. In 2017 the number of births per 1,000 inhabitants reached 18.94 from 20.88 in 2010. This decrease in births is expected to become stable, reaching 17.3 in 2022. However, Peruvian parents are willing to buy high-value products for their babies, fuelling the category's value growth and increasing penetration. As couples postpone having a child and therefore have fewer children, they are willing to pay for...

Euromonitor International's Nappies/Diapers/Pants in Peru report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, 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 2022 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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