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Nappies/Diapers/Pants in Asia Pacific

https://marketpublishers.com/r/N723494BE10EN.html
Date: May 2021
Pages: 47
Price: US$ 1,325.00 (Single User License)
ID: N723494BE10EN

Abstracts

Although there was a slight slowdown in growth of nappies/diapers/pants sales in Asia Pacific in 2020, Coronavirus (COVID-19) did not have as big an impact on these products as many others in the region. Given they are seen as essential products by many parents, they were reluctant, if possible, to stop buying them, albeit perhaps trading down to lower-priced products given the economic impact of the pandemic. Strong annual growth rates are expected from 2021.

Euromonitor International's Nappies/Diapers/Pants in Asia Pacific 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.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement Adult Incontinence, Total Tissue and Hygiene.

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;

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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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