

Nappies/Diapers/Pants in Belgium

<https://marketpublishers.com/r/N11BFA042A1EN.html>

Date: February 2024

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: N11BFA042A1EN

Abstracts

Nappies/diapers/pants, as a product area, encountered challenges in 2023, marked by high inflation and diminishing volume sales attributed to a declining birth rate in Belgium. Concurrently, private labels and discounters have been gaining market share, indicative of a shifting landscape between traditional retail and online channels. Notably, there is a parental inclination towards nappies tailored for older babies, fuelling demand for junior nappies and "pull-up" solutions.

Euromonitor International's Nappies/Diapers/Pants in Belgium 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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