

# Nappies/Diapers/Pants in Germany

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## Abstracts

Although Germany's birth rate marginally declined in 2023 after an increase in 2021, demand for nappies/diapers/pants continued to rise. However, value growth was considerably higher. 2022's record-high inflation that led to higher average prices across all categories due to increased costs of raw materials and disruptions along the supply chain continued to be felt by consumers into 2023, whose confidence and purchasing power decreased considerably. The cost of production remained high in 2023.

Euromonitor International's Nappies/Diapers/Pants in Germany 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.

## Contents

Nappies/Diapers/Pants in Germany  
Euromonitor International  
March 2024

### **LIST OF CONTENTS AND TABLES**

NAPPIES/DIAPERS/PANTS IN GERMANY  
KEY DATA FINDINGS

#### **2023 DEVELOPMENTS**

Ongoing demand for nappies/diapers/pants despite declining birth rate  
Pampers remains leading brand of nappies/diapers/pants in Germany  
Private label expands offer amid economic instability

#### **PROSPECTS AND OPPORTUNITIES**

Innovation expected to revolutionise nappies/diapers/pants  
Players must address need to reduce waste caused by nappy/diaper production and disposal

E-commerce is expected to grow further with the addition of AI technology

#### **CATEGORY DATA**

Table 1 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 2 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 5 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 6 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

#### **TISSUE AND HYGIENE IN GERMANY**

##### **EXECUTIVE SUMMARY**

Tissue and hygiene in 2023: The big picture

#### **2023 KEY TRENDS**

Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

## MARKET INDICATORS

Table 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

## MARKET DATA

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 Research Sources

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