

Nappies/Diapers/Pants in Italy

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Date: March 2024

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: N0D7B1A3A7FEN

Abstracts

Value growth in nappies/diapers/pants maintained its performance in Italy in 2023, supported by inflationary pressures which have pushed up unit prices. That said, consumers in Italy remain resistant to lowering the quality of the nappies/diapers they buy for their babies. This is due, in part, to the fact that couples are having children when they are older and more settled with their jobs, and so are often in a better position to afford to buy better quality products. However, it is also becau...

Euromonitor International's Nappies/Diapers/Pants in Italy 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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