

Nappies/Diapers/Pants in Uruguay

<https://marketpublishers.com/r/N094BE3B020EN.html>

Date: April 2024

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: N094BE3B020EN

Abstracts

Retail volume of sales of nappies/diapers/pants in Uruguay fell considerably in 2023, due to the ongoing decline in the country's birth rate. In addition, small-scale smuggling from Argentina also impacted local retailers' sales, although the impact was far less severe than in other tissue and hygiene categories. In contrast to the declining consumption, nappies/diapers/pants witnessed double-digit current value growth in 2023, due to trading up in the category. Premium nappies/diapers/pants are...

Euromonitor International's Nappies/Diapers/Pants in Uruguay 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 Uruguay
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

NAPPIES/DIAPERS/PANTS IN URUGUAY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation drives value growth despite falling consumption
Small-scale smuggling was less prevalent in nappies/diapers/pants
Softys Uruguay SA is the leading player

PROSPECTS AND OPPORTUNITIES

Trading-up and extending usage are employed to tackle declining volume sales
Growing influx of Argentinians may boost Pampers' share
E-commerce and hypermarkets expected to gain strength

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 URUGUAY

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Nappies/Diapers/Pants in Uruguay

Product link: <https://marketpublishers.com/r/N094BE3B020EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N094BE3B020EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970