

Baby Diapers Market in Italy 2022

<https://marketpublishers.com/r/B6D08F8D6F6BEN.html>

Date: December 2022

Pages: 22

Price: US\$ 450.00 (Single User License)

ID: B6D08F8D6F6BEN

Abstracts

Baby diapers are one of the most consumed baby care products in the world. They come with options: cloth diapers which are composed of layers of fabric or disposable diapers which contain absorbent chemicals. Today's disposable diapers are light, compact, very absorbent, prevents leaks and easy to use. Disposable diapers decrease the incidence of probable sepsis in babies admitted to a level II NICU with a high incidence of nosocomial sepsis. They are cost-effective in prevention of neonatal sepsis. A study by StrategyHelix indicates that the baby diapers market in Italy is expected to increase by US\$ 28.5 million from 2022 to 2028, garnering a CAGR of 0.7% during the forecast period.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for baby diapers. The Italy baby diapers market is segmented on the basis of product, and retail channel. Based on product, the baby diapers market in Italy is categorized into nappies, nappy pants. On the basis of retail channel, the baby diapers market in Italy has been segmented into supermarkets and hypermarkets, grocery stores, specialty stores, e-commerce, others.

The nappies market is further segmented into newborn nappies, standard nappies, and junior sized nappies.

Top players covered in Italy Baby Diapers Market Study are The Procter & Gamble Company (P&G), Kimberly-Clark Corporation, Essity AB. Competitive landscape gives a description of the competitive nature of the baby diapers market in Italy and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

The report is an invaluable resource for companies and organizations active in this

industry. It provides a cohesive picture of the baby diapers market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: nappies, nappy pants

Retail channel: supermarkets and hypermarkets, grocery stores, specialty stores, e-commerce, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: The Procter & Gamble Company (P&G), Kimberly-Clark Corporation, Essity AB

Key Benefits for Stakeholders

Get a comprehensive picture of the Italy baby diapers market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Kimberly-Clark Corporation
Essity AB
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