

# Baby Diapers Market in New Zealand 2022

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## 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. The baby diapers market in New Zealand is poised to grow at a CAGR of around 4.2% over the analysis period of 2022 to 2028.

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 New Zealand baby diapers market is segmented on the basis of product, and retail channel. On the basis of product, the baby diapers market in New Zealand has been segmented into nappies, nappy pants. By retail channel, the baby diapers market in New Zealand has been segmented into supermarkets and hypermarkets, e-commerce, others.

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

Some of the leading companies operating in the market are ZURU EDGE Limited, Kimberly-Clark Corporation, Essity AB, Cottonsoft Limited (Sopphire Venture (M) SDN.BHD). Competitive landscape gives a description of the competitive nature of the baby diapers market in New Zealand 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, e-commerce, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: ZURU EDGE Limited, Kimberly-Clark Corporation, Essity AB, Cottonsoft Limited (Sopphire Venture (M) SDN.BHD)

#### Key Benefits for Stakeholders

Get a comprehensive picture of the New Zealand 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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Geographical scope  
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Nappy pants

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Supermarkets and hypermarkets  
E-commerce  
Others

### **PART 5. KEY COMPANIES**

ZURU EDGE Limited  
Kimberly-Clark Corporation  
Essity AB  
Cottonsoft Limited (Sopphire Venture (M) SDN.BHD)  
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