

# Nappies/Diapers/Pants in Peru

March 2024

**Table of Contents** 

# Nappies/Diapers/Pants in Peru - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Sales recover as rising birth rates and out-of-home activities drive retail volume growth Private label grows as consumers trade down during a time of rising price points Brands attract first-time mothers to drive retail value growth

# PROSPECTS AND OPPORTUNITIES

Sustainability is slow to grow as players look to educate consumers on eco-attributes Competitors focus on innovation to add value while birth rates decline Product innovations focus on absorption and skin care benefits

#### 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 Peru - Industry Overview

#### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture Key trends in 2023 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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