

Nappies/Diapers/Pants in Brazil

April 2024

Table of Contents

Nappies/Diapers/Pants in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Disposable pants takes the spotlight amidst a declining volume performance for nappies/diapers Nappies/diapers/pants consolidates and expands after economic crisis

Competitive landscape is not advantageous for all players

PROSPECTS AND OPPORTUNITIES

Premiumisation set to be a significant driver of value growth in the forecast period Shifting preferences and opportunities for private label in nappies/diapers/pants Embracing sustainability in baby care in Brazil

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 Brazil - Industry Overview

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

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