



Euromonitor
International

Nappies/Diapers/Pants in Jordan

May 2026

Table of Contents

Nappies/Diapers/Pants in Jordan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Mega Pack Offerings Drive Household Loyalty as Prices Rise

Chart 2 - Nuqul Group's Fine Baby Diapers in Mega Packs

Brands Expand Baby Pants to Meet Demand From Working Mothers

Quick-Commerce Model Transforms Parents' Shopping Habits

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Local Competitors to Challenge Global Dominance with Affordable Innovation

Disposable Pants to Attract Working Parents Seeking Daily Convenience

Quick-Commerce Partnerships to Boost Online Visibility and Bulk Sales

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sanabel BabyLife Leverages Local Appeal to Outperform Multinationals

Chart 8 - Market Insights for Nappies/Diapers/Pants

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead as Supermarkets Retain Parent Loyalty through Promotions and Bulk Packs

E-Commerce Accelerates as Urban Parents Seek Convenience with Delivery Apps

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Nappies/Diapers/Pants

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Nappies/Diapers/Pants

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Jordan - Industry Overview

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Bulk Value-Pack Offerings Boost Affordability and Loyalty

Chart 20 - Nuqul Group Offers Fine Baby Diapers in Mega Saving Bulk Packages

Nappies and Diapers Drive Growth as Essentials Outpace Non-Essentials

Brands Target Sensitive Consumers with Clean Label Launches

Chart 21 - Kimberly-Clark? Expands Natural Line for Clean Wellness Consumers

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands to Win Trust as Affordability Drives Household Choices

E-Commerce and Local Partnerships to Reshape Distribution and Loyalty

Population Ageing and Rising Costs to Inform Product Innovation and Value

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Local Players Capitalise on Affordability to Defend Share

Chart 26 - Analyst Insight for Tissue and Hygiene

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Small Local Grocers Sustain Lead through Bundle Strategies

Retail E-Commerce Accelerates as Families Seek Value and Convenience

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nappies-diapers-pants-in-jordan/report.