

Nappies/Diapers/Pants in Egypt

March 2024

Table of Contents

Nappies/Diapers/Pants in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Persistent sales amidst pricing challenges Leading players navigate pricing challenges through strategic manoeuvres and product innovation E-commerce emergence in diaper sales

PROSPECTS AND OPPORTUNITIES

Continued expansion driven by birth rate and urbanisation Rising e-commerce contribution to diaper sales Intense competition presents challenges for new entrants

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 Egypt - 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

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-egypt/report.