



Euromonitor
International

Nappies/Diapers/Pants in Sweden

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Table of Contents

Nappies/Diapers/Pants in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price inflation stimulates a change in consumer spending patterns and shopping habits while falling birth rates dampen category sales

Leading players invest in sustainability with new products benefiting from wide distribution networks

Growing allergy awareness focuses the attention of parents on associated nappies/diapers/pants for their children

PROSPECTS AND OPPORTUNITIES

Ongoing economic constraints stimulate significant downtrading as households endeavour to economise

Slowing unit price growth due to growing popularity of private label and more extensive discounting

Sustained dynamism in disposable pants over the forecast period

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 Sweden - 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

SOURCES

Summary 1 - Research Sources

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