



# Nappies/Diapers/Pants in Pakistan

March 2024

Table of Contents

## Nappies/Diapers/Pants in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy value and volume growth in 2023

Shift to branded products continues

Small local grocers dominate but health and beauty specialists also a significant channel

#### PROSPECTS AND OPPORTUNITIES

Increasing range of more specialised nappies/diapers/pants

Disposable nappies/diapers still preferred option

Further launches of affordable brands

#### 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 Pakistan - 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 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 21 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 22 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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### SOURCES

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