



Euromonitor
International

Nappies/Diapers/Pants in Portugal

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demographic shifts hamper nappy/diaper sales, while disposable pants continue to make gains
P&G leads the market, but private label retains a strong presence
Supermarkets continue to dominate, while e-commerce has strong presence

PROSPECTS AND OPPORTUNITIES

Demographics will continue to impact performance
Online sales will gain traction
Sustainability will drive innovation but price will remain crucial factor

CATEGORY DATA

- Table 1 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2019-2024
- Table 2 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2020-2024
- Table 4 - LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2021-2024
- Table 5 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2024-2029
- Table 6 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2024-2029

Tissue and Hygiene in Portugal - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 - Birth Rates 2019-2024
- Table 8 - Infant Population 2019-2024
- Table 9 - Female Population by Age 2019-2024
- Table 10 - Total Population by Age 2019-2024
- Table 11 - Households 2019-2024
- Table 12 - Forecast Infant Population 2024-2029
- Table 13 - Forecast Female Population by Age 2024-2029
- Table 14 - Forecast Total Population by Age 2024-2029
- Table 15 - Forecast Households 2024-2029

MARKET DATA

- Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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