



**Euromonitor  
International**

# Nappies/Diapers/Pants in Denmark

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Disposable pants drive growth while expanding product ranges to include younger babies  
Essity A/S retains its leadership while recording the strongest growth in 2024  
Discounters lead sales as consumers appreciate quality and affordability

PROSPECTS AND OPPORTUNITIES

A retail value increase is expected to be bolstered by disposable pants, which support higher prices  
Urbanisation and omnichannel strategies are set to support growth for retail e-commerce  
Sustainability concerns, absorbency and comfort will be addressed through ongoing product innovation

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Tissue and Hygiene in Denmark - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/nappies-diapers-pants-in-denmark/report](http://www.euromonitor.com/nappies-diapers-pants-in-denmark/report).