



Nappies/Diapers/Pants in Austria

March 2024

Table of Contents

Nappies/Diapers/Pants in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher demand in 2023

Sustainable options gain traction, although many consumers favour convenience

Private label players gain share, while e-commerce gains further traction

PROSPECTS AND OPPORTUNITIES

Low birth rate will challenge sales, with growth driven by disposable pants

Rising sustainability trend will shape new product development

Procter & Gamble Austria will retain its lead, while focusing on its eco-friendly goals

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 Austria - 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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