

Nappies/Diapers/Pants in Ireland

March 2025

Table of Contents

Nappies/Diapers/Pants in Ireland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenging year pushes category sales into decline Procter & Gamble (Mfg) Ireland maintains its strong lead Modern channel maintains lead with promotional strategy

PROSPECTS AND OPPORTUNITIES

Stable outlook for nappies/diapers/pants E-commerce retailing set to grow rapidly Stronger focus on sustainability and technological enhancements in product development

CATEGORY DATA

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

Tissue and Hygiene in Ireland - 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

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