



Nappies/Diapers/Pants in the Czech Republic

March 2024

Table of Contents

Nappies/Diapers/Pants in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales return to modest growth in 2023 after contracting in the previous year

Procter & Gamble retains the lead thanks to its broad portfolio and wide distribution of trusted brands

Disposable pants benefits from the resumption of society in the wake of the pandemic and increase in environmental friendliness

PROSPECTS AND OPPORTUNITIES

Forecast period decline for nappies/diapers/pants

Price-conscious consumers switch between brands in a bid to find the best value for money with this trend also boosting sales via retail e-commerce

Products with a low environmental impact gain popularity

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 the Czech Republic - 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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