



Nappies/Diapers/Pants in the United Kingdom

April 2026

Table of Contents

Nappies/Diapers/Pants in the United Kingdom - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rascals Expands Retail Reach as Premiumisation Offsets Birth Rate Decline

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Rascals Expands Retail Reach as Premiumisation Offsets Birth Rate Decline

Chart 2 - Rascals Launches in Morrisons

Disposable Pants Brands Use Innovation and Marketing to Capture Growth

Chart 3 - Rascals "We Get It" Campaign Increases the Competition

Pura'S Recycling Initiative Shows Sustainability'S Role in Driving up Unit Prices

Chart 4 - Pura Pushes Sustainability Drive

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Accelerate Innovation in Disposable Pants to Offset Shrinking User Base

Sustainability and Premium Features Command Price Premiums as Consumer Priorities Evolve

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leverages Brand Strength to Sustain Value Lead but Private Label Advances

Chart 10 - Analyst Insight for Nappies/Diapers/Pants

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Supermarkets Maintains Lead as Discounters Gains Ground

Retail E-Commerce Attracts Convenience Seekers and Subscription Buyers

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Nappies/Diapers/Pants

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Nappies/Diapers/Pants

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Persistent Demand for Advanced Features, Comfort and Eco-Friendly Products

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Persistent Demand for Advanced Features, Comfort and Eco-Friendly Products

Chart 22 - Andrex Ultimate Fresh XL Hygiene Wipes

Demographic Trends Play a Strong and Growing Role in Tissue and Hygiene

Chart 23 - Fluus Launches in Tesco

Novelties Address Consumers' Sustainability, Hygiene and Convenience Concerns

Chart 24 - The Cheeky Panda Unveils Bamboo based Products

Chart 25 - Value Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Demographic Trends to Continue to Exert a Strong Influence on Category Performances

Eco-Innovation and Premiumisation to Reshape Consumer Loyalty and Competition

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark and Procter & Gamble Maintain Lead as Private Label Competes on Price

Chart 29 - Analyst Insight for Tissue and Hygiene

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Shift From Retail Offline to Online

Subscription Models, Seamless Shopping and Broad Assortments Fuel Online Loyalty

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Menstrual Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Menstrual Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nappies-diapers-pants-in-the-united-kingdom/report.