



Nappies/Diapers/Pants in Ireland

May 2026

Table of Contents

[Nappies/Diapers/Pants in Ireland - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Pampers Strengthens Premium Leadership as Value Sales Rise on the Back of Comfort and Innovation

KEY INDUSTRY TRENDS

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

INDUSTRY PERFORMANCE

Pampers Strengthens Premium Leadership as Value Sales Rise on the Back of Comfort and Innovation

Parents Shift to Diaper Pants for Convenience, Boosting Value Sales Growth

Cheeky Panda and Pampers Respond to Eco and Wellness Demand with Product Upgrades

Chart 2 - Pampers Continues Premium Focus with Upgraded Premium Protection Nappies

Chart 3 - Analyst Insight for Nappies/Diapers/Pants

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Eco-Conscious Parents Will Accelerate Adoption of Reusable and Plant-Based Options

Brands Diversify Formats and Materials to Meet Shifting Consumer Needs

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pampers Maintains Premium Lead as Competitors Focus on Affordability

Cheeky Panda and Its Peers Drive Mainstream Adoption of Sustainable Nappies

Chart 9 - Eco-conscious Diaper Brands Expand Sustainable Offerings in Ireland

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets Retain Top Spot as E-Commerce Overtakes Hypermarkets

Online Platforms Accelerate Share Gains through Subscriptions and Bulk Offers

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Nappies/Diapers/Pants

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Nappies/Diapers/Pants

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Ireland - Industry Overview](#)

EXECUTIVE SUMMARY

Plenty and Cushelle Drive Sustainable Innovation with Eco-Focused Launches

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Plenty and Cushelle Drive Sustainable Innovation with Eco-Focused Launches

Chart 21 - Brands Continue Sustainability Focus with Eco-Friendly Innovations

Tena and Bodyform Boost Clean Wellness with Skin-Focused Innovations

Convenient Formats and E-Commerce Fuel Demand for Functional Upgrades

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Fsc-Certified Fibres and Compostable Packaging to Set New Standards for Value Growth

Premium Comfort and Eco-Friendly Features to Reshape Buying Decisions

Population Ageing and Rising Expenditure to Amplify Demand for Hygiene Upgrades

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Kimberly-Clark Remain the Leading Players, but Private Label Continues Gaining Share

Chart 26 - Andrex Reinforces Premium Positioning with Ultimate Fresh Wipes

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets Maintain the Leadership but E-Commerce Is Reshaping Channel Share

E-Commerce Attracts Premium Buyers with Subscription Convenience

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-ireland/report.