



Baby Diapers

Feb 24 - Mar 22, 2020 compared to Mar 23 - Apr 19, 2020

MARKET SHARE BY BRAND

1	Pampers	62.4%	Previous month: 1 60.3% ▲
2	Fine Baby	19%	Previous month: 2 16.8% ▲
3	Huggies	10.7%	Previous month: 3 13.3% ▼
4	BabyJoy	2.9%	Previous month: 5 2.6% ▲
5	MamyPoko	2%	Previous month: 4 2.8% ▼
6	PureBorn	0.84%	Previous month: 6 0.82% ▲

Total e-sales growth **+ 0.25%**

Average retail price change **-2.46%**

BEST SELLING PRODUCTS

Brand	Size	Qty
1 Fine Baby	Size 5, Maxi 11-18 kg	Mega Pack, 140
2 Fine Baby	Size 4, Large 7-14 kg	Mega Pack, 148
3 Pampers	Premium Care, Junior Size 5, 11-16 kg	Double Mega Box, 168
4 Pampers	Premium Care, Maxi Size 4, 9-14 kg	Double Mega Box, 200
5 Pampers	Baby-Dry, Junior Size 5, 11-16 kg	Double Giant Box, 208
6 Pampers	Premium Care, Extra Large Size 6, 13+ kg	Double Mega Box, 120
7 Pampers	Pants, Maxi Size 4, 9-14 kg	Double Mega Box, 184
8 Pampers	Pants, Junior Size 5, 12-18 kg	Double Mega Box, 168



Total category sales reached over 2 million Dirhams, up 0.25% in March compared to April. Pampers is the clear leading brand, claiming over 60% of the market share. However, Fine Baby has the best selling products within the category. This could be because Fine's average retail price is below the category 92 Dirham average, at 63 Dirhams.

KEY

¹**1** ²NAME ³**XX.X%**
 Previous month: ⁴1 ⁵XX.X% ⁶▲

1. March market share position
2. Brand Name
3. March market share %
4. February market share position
5. February market share %
6. Month on Month market share % indicator. Green arrow = Increase in. Red arrow = Decrease. Black line = No change. NEW = New brand