

Amway Corp in Tissue and Hygiene (World)

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Abstracts

The world's second largest direct seller, Amway Corp, has built its retail tissue and hygiene operations on its strength in home care and beauty and personal care. This profile looks at the challenges faced by Amway in developing an area of its operations that does not fit easily with its broader strategic emphasis on expansion in emerging markets.

Euromonitor International's Amway Corp in Tissue and Hygiene (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Tissue and Hygiene market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Away-From-Home Tissue and Hygiene, Retail Tissue and Hygiene, Total Tissue and Hygiene.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Tissue and Hygiene market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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