

Competitor Strategies in Tissue and Hygiene

<https://marketpublishers.com/r/C04C48F9267EN.html>

Date: December 2023

Pages: 51

Price: US\$ 1,325.00 (Single User License)

ID: C04C48F9267EN

Abstracts

Tissue and hygiene players face a challenging environment of tighter consumer spending. Volume declines and softness are recurring themes that are forcing market players to reassess their priorities. Those banking on premiumisation, the blurring wellness trend, digitalisation, inclusivity and sustainability, while diversifying their business portfolios with adjacencies and efficiency in mind, will be best positioned in such a volatile environment.

Euromonitor International's Competitor Strategies in Tissue and Hygiene global briefing offers an insight into to the size and shape of the tissue and hygiene market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within tissue and hygiene, analyses leading companies and brands, assesses the importance of private label and offers strategic analysis of major factors influencing the market - be they new product developments, economic/lifestyle/environmental influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction

State of play

Value-centric premiumisation

Digital living

DEI and sustainability

Blurring wellness

Evolution of intimate hygiene through an M&A framework

Evolution of intimate hygiene through an M&A Framework

conclusion

I would like to order

Product name: Competitor Strategies in Tissue and Hygiene

Product link: <https://marketpublishers.com/r/C04C48F9267EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C04C48F9267EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970