

Diversity and Adversity: The Changing Middle Class and Global Tissue and Hygiene

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Abstracts

The middle class is credited as amongst the principal factors for growth in tissue and hygiene. However, not only are middle class households showing variations in incomes and spending across markets, but households are undergoing transformation, which will impact the industry in the short- and long-term. The report looks at rising diversity and adversity in the world of middle class consumers to assess industry strategies and the need to adapt to the changing conditions to ensure future growth.

Euromonitor International's Diversity and Adversity: The Changing Middle Class and Global 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, 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.

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Building Success in the Changing World of Middle Class Consumers

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