

# Essity AB In Tissue and Hygiene (World)

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## Abstracts

Essity AB is investing heavily in innovation on multiple fronts: from how its products are produced and what materials are used to how they are actually used by the end consumer. This has allowed Essity to maintain its position as the third ranked company in the tissue and hygiene industry in value sales terms. Looking ahead, focusing on sustainability and in-demand product features will be crucial to continued growth for the company, with emerging markets also expected to play a big role.

Euromonitor International's Essity AB 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, 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.

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