

Hygiene and the Triple Bottom Line

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Abstracts

Although green products constitute only a small share of even the most developed hygiene markets, environmental issues now permeate from raw material extraction, manufacturing and on to disposal. The sustainability debate has, however, been in constant development and the inclusion of the "triple bottom line" into corporate culture has heralded an era of accelerated development in the way that companies now look at sustainability across their operations.

Euromonitor International's Hygiene and the Triple Bottom Line 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, Hygiene, Retail Tissue and Hygiene, Tissue.

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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction
Sanitary protection and sustainability
Nappies/diapers and sustainability
Incontinence and sustainability
Wipes and sustainability
Cotton wool and sustainability
Conclusions
Definitions

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