

# The Impact of Coronavirus on Tissue and Disposable Hygiene

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## Abstracts

With Coronavirus (COVID-19) spreading globally, tissue and disposable hygiene industries have seen changing demand from retail and away-from-home (AFH) customers. Whilst the retail outlook for many categories is fairly positive, especially in developed regions, AFH demand for tissue has dropped significantly. This report analyses the impact of the pandemic on retail categories – from stockpiling to longer-term disruption – the AFH outlook, and the corporate response to the outbreak.

Euromonitor International's The Impact of Coronavirus on Tissue and Disposable 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.

**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

Economic Outlook

Industry Impact

Geographic Impact

Corporate Response

Conclusion

About Our Analytic Capabilities

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