

Johnson & Johnson Inc in Tissue and Hygiene (World)

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Abstracts

The world's fifth largest retail hygiene manufacturer, Johnson & Johnson divested its North American sanitary protection operations in 2013. This profile considers the role that Johnson & Johnson's retail hygiene interests have in light of the company's growing focus on its Pharmaceutical division, analyses opportunities for growth in key emerging markets, and looks at potential ways forward in mature, developed markets.

Euromonitor International's Johnson & Johnson Inc 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, Total Tissue and Hygiene.

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

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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