

# Kitchen Towels - Germany

<https://marketpublishers.com/r/KB460B5B8FBEN.html>

Date: July 2010

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: KB460B5B8FBEN

## Abstracts

Amongst all hygiene products, kitchen towels held the highest private label share of 83% in 2009, and this share increased by eight percentage points during the review period. This resulted in the erosion of the market potential of the category, which suffered from low prices, low margins and saturation. It also lacked innovative ideas which could revive it, and according to industry sources, many manufacturers have resigned themselves to the fact that kitchen towels cannot be re-invented.

Euromonitor International's Kitchen Towels in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market ??“ be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Boxed Facial Tissues, Disposable Pants, Economy Toilet Paper, Feminine Hygiene Wipes, Household Care Wipes and Floor Cleaning Systems, Light Incontinence, Luxury Toilet Paper, Moderate/Heavy Incontinence, Napkins, Nappies/Diapers, Personal Wipes, Pocket Handkerchiefs, Recycled Toilet Paper, Sanitary Protection Excluding Feminine Hygiene Wipes, Standard Toilet Paper, Tablecloths.

**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 industry;

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

Executive Summary

2009 Performance Slows Down Due To Further Trading Down

Private Label Dominance Limits Market Potential

Marketing Activities Key To Maintaining A Leading Position

Distribution in the Hands of Mass-market Retailers

Low Growth Is Expected in the Next Five Years

Key Trends and Developments

Economic Downturn Hits Growth in Tissue and Hygiene

Ageing Population Poses Challenges To the Industry

the Power of the Private Label

Innovation and Strong Brands - the Only Way Out of the Dilemma

Value Added Products Increase Consumer Demand

Market Indicators

Table 1 Birth Rates 2004-2009

Table 2 Infant Population 2004-2009

Table 3 Female Population by Age 2004-2009

Table 4 Total Population by Age 2004-2009

Table 5 Households 2004-2009

Table 6 Forecast Infant Population 2009-2014

Table 7 Forecast Female Population by Age 2009-2014

Table 8 Forecast Total Population by Age 2009-2014

Table 9 Forecast Households 2009-2014

Market Data

Table 10 Retail Sales of Tissue and Hygiene by Sector: Value 2004-2009

Table 11 Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2004-2009

Table 12 Retail Sales of Tissue and Hygiene by Distribution Format: % Analysis  
2004-2009

Table 13 Retail Sales of Tissue and Hygiene by Sector and Distribution Format: %  
Analysis 2009

Table 14 Penetration of Private Label by Sector 2004-2009

Table 15 Forecast Retail Sales of Tissue and Hygiene by Sector: Value 2009-2014

Table 16 Forecast Retail Sales of Tissue and Hygiene by Sector: % Value Growth  
2009-2014

Definitions

Summary 1 Research Sources

Duni GmbH & Co Kg

Strategic Direction

## Key Facts

Summary 2 Duni GmbH & Co KG: Key Facts

Summary 3 Duni GmbH & Co KG: Operational Indicators

## Company Background

## Production

## Competitive Positioning

Summary 4 Duni GmbH & Co KG: Competitive Position 2009

## Hakle-kimberly Deutschland GmbH

## Strategic Direction

## Key Facts

Summary 5 Hakle-Kimberly Deutschland GmbH: Key Facts

## Company Background

## Production

Summary 6 Hakle-Kimberly Deutschland GmbH: Production Statistics 2008

## Competitive Positioning

Summary 7 Hakle-Kimberly Deutschland GmbH: Competitive Position 2009

## Hipp GmbH & Co Vertrieb Kg

## Strategic Direction

## Key Facts

Summary 8 Hipp GmbH & Co Vertrieb KG: Key Facts

Summary 9 Hipp GmbH & Co Vertrieb KG: Operational Indicators

## Company Background

## Production

## Competitive Positioning

Summary 10 Hipp GmbH & Co Vertrieb KG: Competitive Position 2009

## Johnson & Johnson GmbH

## Strategic Direction

## Key Facts

Summary 11 Johnson & Johnson GmbH: Key Facts

Summary 12 Johnson & Johnson GmbH: Operational Indicators

## Company Background

## Production

Summary 13 Johnson & Johnson GmbH: Production Statistics 2008

## Competitive Positioning

Summary 14 Johnson & Johnson GmbH: Competitive Position 2009

## Merz GmbH & Co KGaA

## Strategic Direction

## Key Facts

Summary 15 Merz GmbH & Co KGaA: Key Facts

Summary 16 Merz GmbH & Co KGaA: Operational Indicators  
Company Background  
Production  
Competitive Positioning  
Summary 17 Merz GmbH & Co KGaA: Competitive Position 2009  
Papstar Vertriebs GmbH & Co Kg  
Strategic Direction  
Key Facts  
Summary 18 Papstar Vertriebs GmbH & Co KG: Key Facts  
Summary 19 Papstar Vertriebs GmbH & Co KG: Operational Indicators  
Company Background  
Production  
Competitive Positioning  
Summary 20 Papstar Vertriebs GmbH & Co KG: Competitive Position 2009  
Procter & Gamble GmbH  
Strategic Direction  
Key Facts  
Summary 21 Procter & Gamble GmbH: Key Facts  
Summary 22 Procter & Gamble GmbH: Operational Indicators  
Company Background  
Production  
Summary 23 Procter & Gamble GmbH: Production Statistics 2008  
Competitive Positioning  
Summary 24 Procter & Gamble GmbH: Competitive Position 2009  
SCA Hygiene Products GmbH  
Strategic Direction  
Key Facts  
Summary 25 SCA Hygiene Products GmbH: Key Facts  
Summary 26 SCA Hygiene Products GmbH: Operational Indicators  
Company Background  
Production  
Summary 27 SCA Hygiene Products GmbH: Production Statistics 2008  
Competitive Positioning  
Summary 28 SCA Hygiene Products GmbH: Competitive Position 2009  
Wepa Papierfabrik P Krenzel GmbH & Co Kg  
Strategic Direction  
Key Facts  
Summary 29 WEPA Papierfabrik P Krenzel GmbH & Co KG: Key Facts  
Summary 30 WEPA Papierfabrik P Krenzel GmbH & Co KG: Operational Indicators

## Company Background

### Production

Summary 31 WEPA Papierfabrik P Kregel GmbH & Co KG: Production Statistics 2008

### Competitive Positioning

Summary 32 WEPA Papierfabrik P Kregel GmbH & Co KG: Competitive Position 2009

### Headlines

### Trends

### Competitive Landscape

### Prospects

### Category Data

Table 17 Retail Sales of Kitchen Towels: Value 2004-2009

Table 18 Retail Sales of Kitchen Towels: % Value Growth 2004-2009

Table 20 Kitchen Towels Retail Brand Shares 2006-2009

Table 21 Forecast Retail Sales of Kitchen Towels: Value 2009-2014

Table 22 Forecast Retail Sales of Kitchen Towels: % Value Growth 2009-2014

## I would like to order

Product name: Kitchen Towels - Germany

Product link: <https://marketpublishers.com/r/KB460B5B8FBEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/KB460B5B8FBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970