

# Kitchen Towels - South Korea

<https://marketpublishers.com/r/K085F84066CEN.html>

Date: August 2010

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: K085F84066CEN

## Abstracts

Kitchen towels saw sound growth in current value and volume terms even during the recession in 2009, due to increased recognition of hygiene, and demand for convenience. Korean consumers who used to be familiar with using cloths have begun to change their habits to using kitchen towels. They use these products when cooking, to absorb moisture or oil, and also for cleaning cookware, tableware and kitchens.

Euromonitor International's Kitchen Towels in South Korea 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

Unit Prices Increase Due To the Higher Price of Imported Pulp

Impact of Swine Flu on the Tissue and Hygiene Market

Polarisation Shapes the Market

Increase in Economy Purchases in 2009

the Market Is Expected To Stagnate

Key Trends and Developments

Economic Recession Does Not Lead To A Decline in Tissue and Hygiene Products

Swine Flu Benefits Sales of Tissue Products

the Low Birth Rate and Ageing Population Change the Market Structure

Demand for Premium and Low-end Products Co-exists

Increase of Internet Retailing

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

Boryung Mediience Co Ltd

Strategic Direction

## Key Facts

Summary 2 Boryung Medience Co Ltd: Key Facts

Summary 3 Boryung Medience Co Ltd: Operational Indicators

## Company Background

## Production

Summary 4 Boryung Medience Co Ltd: Production Statistics 2009

## Competitive Positioning

Summary 5 Boryung Medience Co Ltd: Competitive Position 2009

## Daehan Pulp Co Ltd

## Strategic Direction

## Key Facts

Summary 6 Daehan Pulp Co Ltd: Key Facts

Summary 7 Daehan Pulp Co Ltd: Operational Indicators

## Company Background

## Production

Summary 8 Daehan Pulp Co Ltd: Production Statistics 2009

## Competitive Positioning

Summary 9 Daehan Pulp Co Ltd: Competitive Position 2009

## Mirae Well Life Co Ltd

## Strategic Direction

## Key Facts

Summary 10 Mirae Well Life Co Ltd: Key Facts

Summary 11 Mirae Well Life Co Ltd: Operational Indicators

## Company Background

## Production

Summary 12 Mirae Well Life Co Ltd: Production Statistics 2009

## Competitive Positioning

Summary 13 Mirae Well Life Co Ltd: Competitive Position 2009

## Monalisa (daejeon) Co Ltd

## Strategic Direction

## Key Facts

Summary 14 Monalisa (Daejeon) Co Ltd: Key Facts

Summary 15 Monalisa (Daejeon) Co Ltd: Operational Indicators

## Company Background

## Production

Summary 16 Monalisa (Daejeon) Co Ltd: Production Statistics 2009

## Competitive Positioning

Summary 17 Monalisa (Daejeon) Co Ltd: Competitive Position 2009

## Ssangyong C&b Co Ltd

## Strategic Direction

### Key Facts

Summary 18 SsangYong C&B Co Ltd: Key Facts

Summary 19 SsangYong C&B Co Ltd: Operational Indicators

### Company Background

### Production

Summary 20 SsangYong C&B Co Ltd: Production Statistics 2009

### Competitive Positioning

Summary 21 SsangYong C&B Co Ltd: 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 19 Kitchen Towels Retail Company Shares 2005-2009

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 - South Korea

Product link: <https://marketpublishers.com/r/K085F84066CEN.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/K085F84066CEN.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