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Kitchen Towels - USA

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Abstracts

While private label kitchen towels accounted for a 24% share of retail value sales in 2009, its share remained stagnant, which differs from other tissue categories, which experienced relatively stronger growth in private label sales. Innovations by branded manufacturers, particularly with The Procter & Gamble Co's Bounty brand and its reformulated kitchen towel, introduced in February 2009, helped to capture additional value share, and helped to successfully slow down the continued emergence of...

Euromonitor International's Away from Home Tissues and Hygiene in USA 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 2014illustrate 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;

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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Contents

Kitchen Towels in the US
Euromonitor International
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LIST OF CONTENTS AND TABLES

Executive Summary
Retail Tissue and Hygiene Value Sales Slow in 2009
Private Label Furthers Its Growth
'green' Companies Are Yet To Take Off
Target Corp To Experiment With Warehouse Club Format in 2010
Consumers Are Expected To Remain Frugal in the Forecast Period
Key Trends and Developments
Recession Leads To Even Greater Favour of Private Label
'green' Products Still Yet To Grow Strongly
Competition Continues To Drive the Need for New Products
Target Corp Launches New Trial Warehouse Club Format Within Its Stores
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

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2009-2014
Definitions
Summary 1 Research Sources
Georgia-Pacific Corp
Strategic Direction
Key Facts
Summary 2 Georgia-Pacific Corp: Key Facts
Company Background
Production
Competitive Positioning
Summary 3 Georgia-Pacific Corp: Competitive Position 2009
Kimberly-Clark Corp
Strategic Direction
Key Facts
Summary 4 Kimberly-Clark Corp: Key Facts
Summary 5 Kimberly-Clark Corp: Operational Indicators
Company Background
Production
Summary 6 Kimberly-Clark Corp: Production Statistics 2008
Competitive Positioning
Summary 7 Kimberly-Clark Corp: Competitive Position 2009
Marcal Paper Mills Inc
Strategic Direction
Key Facts
Summary 8 Marcal Paper Mills Inc: Key Facts
Company Background
Production
Competitive Positioning
Summary 9 Marcal Paper Mills Inc: Competitive Position 2009
Playtex Products Inc
Strategic Direction
Key Facts
Summary 10 Playtex Products Inc: Key Facts
Company Background
Production
Competitive Positioning
Summary 11 Playtex Products Inc: Competitive Position 2009
Procter & Gamble Co, the
Strategic Direction

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Key Facts
Summary 12 The Procter & Gamble Co: Key Facts
Company Background
Production
Competitive Positioning
Summary 13 The Procter & Gamble Co: Competitive Position 2009
Reckitt Benckiser Inc
Strategic Direction
Key Facts
Summary 14 Reckitt Benckiser Inc: Key Facts
Company Background
Production
Competitive Positioning
Summary 15 Reckitt Benckiser Inc: Competitive Position 2009
SC Johnson & Son Inc
Strategic Direction
Key Facts
Summary 16 SC Johnson & Son Inc: Key Facts
Company Background
Production
Competitive Positioning
Summary 17 SC Johnson & Son Inc: Competitive Position 2009
Seventh Generation Inc
Strategic Direction
Key Facts
Summary 18 Seventh Generation Inc: Key Facts
Company Background
Production
Competitive Positioning
Summary 19 Seventh Generation Inc: 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

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Table 21 Forecast Retail Sales of Kitchen Towels: Value 2009-2014
Table 22 Forecast Retail Sales of Kitchen Towels: % Value Growth 2009-2014

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