

Nappies/diapers/pants - Greece

<https://marketpublishers.com/r/N989A010C50EN.html>

Date: May 2010

Pages: 25

Price: US\$ 900.00 (Single User License)

ID: N989A010C50EN

Abstracts

The deteriorating economic conditions in the country, including the constantly rising cost of living, significantly limited the disposable incomes of newly formed families. However, the very strong emotional ties of Greek parents to their children have stemmed the rapid growth of private label as parents hesitate in making perceived compromises in quality when it comes to products for their children. This is especially the case when manufacturers and retailers offer intense discounts on branded...

Euromonitor International's Away from Home Tissues and Hygiene in Greece 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 and Santiago 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

Nappies/diapers/pants in Greece

Euromonitor International

May 2010

List of Contents and Tables

Executive Summary

Global Economic Crisis Squeezes Retail Value Sales

Polarisation Due To "green" Trends, H1n1 Crisis and Grim Economic Situation

Private Label Records Significant Growth As Economic Uncertainty Spreads

Supermarkets/hypermarkets and Discounters Dominate

Retail Volume Over Value Growth Anticipated

Key Trends and Developments

"green" Alternatives A Growing Trend

Global Economic Crisis Boosts Discounters and Private Label

Private Label Drives Manufacturers Towards Innovation and Special Offers

H1n1 Virus Boosts Sales of Antibacterial and Antiseptic Products

Demographic Trends Impact Certain Product Categories

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

Eurochartiki SA

Strategic Direction

Key Facts

Summary 2 Eurochartiki SA: Key Facts

Summary 3 Eurochartiki SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 4 Eurochartiki SA: Competitive Position 2009

Linette Hellas SA

Strategic Direction

Key Facts

Summary 5 Linette Hellas SA: Key Facts

Summary 6 Linette Hellas SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 7 Linette Hellas SA: Competitive Position 2009

Septona SA

Strategic Direction

Key Facts

Summary 8 Septona SA: Key Facts

Summary 9 Septona SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 10 Septona SA: Competitive Position 2009

Thrace Papermill SA

Strategic Direction

Key Facts

Summary 11 Thrace Papermill SA: Key Facts

Summary 12 Thrace Papermill SA: Operational Indicators

Company Background

Production

Summary 13 Thrace Papermill SA: Production Statistics 2008

Competitive Positioning

Summary 14 Thrace Papermill SA: Competitive Position 2009

Viochartiki Papermill SA

Strategic Direction

Key Facts

Summary 15 Viochartiki Papermill SA: Key Facts

Summary 16 Viochartiki Papermill SA: Operational Indicators

Company Background

Production

Summary 17 Viochartiki Papermill SA: Production Statistics 2008

Competitive Positioning

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 17 Retail Sales of Nappies/Diapers/Pants by Subsector: Value 2004-2009

Table 18 Retail Sales of Nappies/Diapers/Pants by Subsector: % Value Growth 2004-2009

Table 19 Nappies/Diapers/Pants Retail Company Shares 2005-2009

Table 20 Nappies/Diapers/Pants Retail Brand Shares 2006-2009

Table 21 Forecast Retail Sales of Nappies/Diapers/Pants by Subsector: Value 2009-2014

Table 22 Forecast Retail Sales of Nappies/Diapers/Pants by Subsector: % Value Growth 2009-2014

I would like to order

Product name: Nappies/diapers/pants - Greece

Product link: <https://marketpublishers.com/r/N989A010C50EN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N989A010C50EN.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