

Nappies/diapers/pants - Norway

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Bleieavtalen (“nappy agreements”) continued to become increasingly prominent towards the end of the review period. These promotions enabled consumers to receive free packs of nappies/diapers after purchasing a set number. For example, Kiwi stores offered a fourth pack of Pampers for free after purchasing three packs, with consumers using a stamped loyalty card as proof of purchase. Unlike most price promotions in grocery retailers, however, Bleieavtalen do not require consumers to purchase...

Euromonitor International's Away from Home Tissues and Hygiene in Norway 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.

Table of Content

Nappies/diapers/pants in Norway
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List of Contents and Tables
Executive Summary

Growth Continues As Consumers Trade Up
Economic Downturn Has Slight Impact
Trio of Strong Leaders Dominate Sales
Consumers Switch To Distribution Channels Offering Value
Stronger Growth Ahead Thanks To Premiumisation
Key Trends and Developments
Ageing Population Shapes Growth
Growing Interest in Private Label Products
Distribution Shifts To More Affordable Channels As Consumers Seek Value
Ecological Concerns Increasingly Impact Players and Consumers
Hygiene Plays An Increasingly Important Role in Consumers' Lives
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 As
Strategic Direction
Key Facts
Summary 2 Duni AS: Key Facts
Summary 3 Duni AS: Operational Indicators
Company Background
Production
Competitive Positioning
Summary 4 Duni AS: Competitive Position 2009
Jordan As
Strategic Direction
Key Facts
Summary 5 Jordan AS: Key Facts
Summary 6 Jordan AS: Operational Indicators
Company Background
Production
Competitive Positioning
Summary 7 Jordan AS: Competitive Position 2009
Metsä Tissue As
Strategic Direction
Key Facts
Summary 8 Metsä Tissue AS: Key Facts
Summary 9 Metsä Tissue AS: Operational Indicators
Company Background

Production
Competitive Positioning
Summary 10 Metsä Tissue AS: Competitive Position 2009
Midelfart Sonesson As
Strategic Direction
Key Facts
Summary 11 Midelfart Sonesson AS: Key Facts
Summary 12 Midelfart Sonesson AS: Operational Indicators
Company Background
Production
Competitive Positioning
Summary 13 Midelfart Sonesson AS: Competitive Position 2009
Nycomed Pharma As
Strategic Direction
Key Facts
Summary 14 Nycomed Pharma AS: Key Facts
Summary 15 Nycomed Pharma AS: Operational Indicators
Company Background
Production
Competitive Positioning
Summary 16 Nycomed Pharma AS: Competitive Position 2009
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

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