

# Potential, Time Scale and Threats for a Broader Asia Pacific Wipes Market

https://marketpublishers.com/r/PEC335D3740EN.html

Date: January 2014

Pages: 38

Price: US\$ 2,000.00 (Single User License)

ID: PEC335D3740EN

### **Abstracts**

With the wipes category having reached maturity in developed markets, and private label putting pressure on value sales, manufacturers need to look other potential growth markets. Asia Pacific has seen strong value growth in retail hygiene overall; however, the wipes category has been outperformed by strong demand for nappies/diapers/pants and sanitary protection. Income is the major constraint to category development, but are there ways to make wipes relevant to a broader part of the Asia Pacif...

Euromonitor International's Potential, Time Scale and Threats for a Broader Asia Pacific Wipes Market global briefing offers an insight into to the size and shape of the tissue and hygiene market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within tissue and hygiene, analyses leading companies and brands, assesses the importance of private label and offers strategic analysis of major factors influencing the market - be they new product developments, economic/lifestyle/environmental influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Away-From-Home Tissue and Hygiene, Retail Tissue and Hygiene, Total Tissue and Hygiene.

**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 market;



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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



## **Contents**

Introduction
Global Market Perspective
Wipes in Asia Pacific
Personal Wipes
Home Care Wipes
Conclusion
Report Definitions



#### I would like to order

Product name: Potential, Time Scale and Threats for a Broader Asia Pacific Wipes Market

Product link: https://marketpublishers.com/r/PEC335D3740EN.html

Price: US\$ 2,000.00 (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 <a href="https://marketpublishers.com/r/PEC335D3740EN.html">https://marketpublishers.com/r/PEC335D3740EN.html</a>

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
	Custumer signature

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

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