

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

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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.

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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.

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