

Premium Vs Value: Industry and Consumer – Realities and Future Growth Opportunities

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Date: September 2018

Pages: 60

Price: US\$ 1,325.00 (Single User License)

ID: P2A56EE7D4CEN

Abstracts

With significant global unmet potential, long-term prospects for industry growth remain strong. However, the industry will continue to face risks to profitability and needs to secure relevant product array for premium and value consumers to tap well into available potential and create a platform for long-term expansion. This report analyses industry dynamics and the consumer landscape, including product features sought by consumers, as well as growth drivers, pricing, and innovation strategies.

Euromonitor International's Premium Vs Value: Industry and Consumer – Realities and Future Growth Opportunities 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.

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TAPPING INTO UNMET POTENTIAL WITH AFFORDABILITY

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