

# Retail Tissue in Eastern Europe

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Date: April 2017

Pages: 70

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

ID: R74E00CEEFAEN

## Abstracts

The retail tissue market in Eastern Europe has been hindered by the economic downturn of many countries, as some have been slow to recover. This has led consumers to favour economy products at low prices, paving the way for the growth of private label. With low per capita consumption, there is much room for growth, especially as consumers' disposable incomes are expected to rise and habits shift towards the usage of additional retail tissue products that are undeveloped in this region.

Euromonitor International's Retail Tissue in Eastern Europe 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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