

# Retail Tissue in Croatia

<https://marketpublishers.com/r/RD0721140D6EN.html>

Date: June 2020

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: RD0721140D6EN

## Abstracts

Retail tissue continued to see healthy growth in current value and retail volume terms in 2019. There was a slump in sales earlier in the review period due to the economic downturn seen in the country, but after 2015 sales followed an upward trajectory. With incomes recovering consumers increased their spending on and usage of products such as toilet paper and paper towels in 2019.

Euromonitor International's Retail Tissue in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, 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 2024 illustrate how the market is set to change.

**Product coverage:** Retail 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 Retail Tissue 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

### HEADLINES

#### PRE-COVID-19 PERFORMANCE

Retail tissue benefits in Croatia in 2019 as incomes rise

Consumers increase usage of toilet paper and make switch to higher quality products

Competitive landscape polarised between premium options and low-priced products

#### 2020 AND BEYOND

##### COVID-19 impact

Affected products within retail tissue

Recovery and opportunities

#### CATEGORY DATA

Table 1 Retail Sales of Tissue by Category: Value 2014-2019

Table 2 Retail Sales of Tissue by Category: % Value Growth 2014-2019

Table 3 NBO Company Shares of Retail Tissue: % Value 2015-2019

Table 4 LBN Brand Shares of Retail Tissue: % Value 2016-2019

Table 5 Forecast Retail Sales of Tissue by Category: Value 2019-2024

Table 6 Forecast Retail Sales of Tissue by Category: % Value Growth 2019-2024

#### EXECUTIVE SUMMARY

COVID-19 impact on tissue and hygiene

COVID-19 country impact

Premiumisation seen in 2019 as wages rise

Multinationals retain clear lead thanks to strong marketing investment

Incomes likely to be squeezed due to COVID-19 with the focus being on achieving the lowest prices

#### MARKET INDICATORS

Table 7 Birth Rates 2014-2019

Table 8 Infant Population 2014-2019

Table 9 Female Population by Age 2014-2019

Table 10 Total Population by Age 2014-2019

Table 11 Households 2014-2019

Table 12 Forecast Infant Population 2019-2024

Table 13 Forecast Female Population by Age 2019-2024

Table 14 Forecast Total Population by Age 2019-2024

Table 15 Forecast Households 2019-2024

#### MARKET DATA

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2014-2019

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2014-2019

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2015-2019

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2016-2019

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2014-2019

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2014-2019

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2019

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2019-2024

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Retail Tissue in Croatia

Product link: <https://marketpublishers.com/r/RD0721140D6EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RD0721140D6EN.html>

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**

Customer signature \_\_\_\_\_

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

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