

Retail Tissue in New Zealand

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Retail tissue saw a current value increase in 2017 which was comparable to the growth rate observed in 2016, as well as similar to the CAGR seen during the review period. Whilst paper towels saw a strong performance, which was attributable to less emphasis on larger pack sizes, toilet paper held by far the highest value share within retail tissue in 2017, and thus the performance of this category had a significant impact on the overall performance of retail tissue. With continued population growth.

Euromonitor International's Retail Tissue in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, 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 2022 illustrate how the market is set to change.

Product coverage: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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.

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