

## Retail Tissue in Poland

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In general terms, retail tissue products are considered basic products. Polish consumers tend to use these products on an everyday basis and purchase them regularly. While toilet paper is considered an essential item, the perception of necessity for having, for example, facial tissues or paper towel is driven by convenience and developed consumer confidence as the financial situation of Polish families improves.

Euromonitor International's Retail Tissue in Poland 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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