

Retail Tissue in Vietnam

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Increasing household income levels and improving living standards, coupled with greater awareness of the importance of cleanliness and hygiene, created a strong foundation for the healthy penetration of retail tissue in Vietnam. In addition, the emergence of Western culture through various media served to slowly change lifestyles in Vietnam, which promoted the use of retail tissue. Hence, retail tissue is increasingly perceived as necessary in cities and urban areas. Players cooperated closely w...

Euromonitor International's Retail Tissue in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, 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 2021 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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Vietnam Tissue and Hygiene Continues To Post Dynamic Growth

Premium Brands Show Stronger Presence

International Players Continue To Dominate Tissue and Hygiene in Vietnam

Modern Grocery Retailers Gains in Popularity

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