

Sanitary Protection in Asia Pacific

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Abstracts

Sanitary protection in Asia Pacific has been growing the fastest globally due to rising disposable incomes, better product access and product innovation. The segment is expected to continue to grow given the substantial unmet growth potential in markets such as India, China and Vietnam. The potential hurdles that limit this growth include slow tampon and pantyliner adoption rates, ageing populations and slow but growing demand for reusable sanitary alternatives.

Euromonitor International's Sanitary Protection in Asia Pacific 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, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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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.

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