

Sanitary Protection in Eastern Europe

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Abstracts

With many countries in Eastern Europe facing a decline in the population of women aged 12-54, and high levels of product penetration in the region, innovation is among key growth factors in sanitary protection. At the same time, economic headwinds encouraged a shift towards value brands and private label in the region, impacting value growth in a number of markets. GDP, product variety, and lifestyle trends will continue to play a significant role in future category growth in the region.

Euromonitor International's Sanitary Protection in Eastern Europe global briefing offers an insight into 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, Total 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 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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