

# Sanitary Protection in Latin America

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Date: November 2018

Pages: 47

Price: US\$ 1,325.00 (Single User License)

ID: SAA9527B169EN

## Abstracts

Although growth in Latin America has been hindered by economic challenges, the region shows significant opportunities for further increase, with low per capita consumption and the underdevelopment of smaller categories, such as tampons and pantyliners. Progress has already been made through product innovations, marketing communications and promotions. However, there are still challenges in terms of changing habits and perceptions, and reaching the rural, low-income consumer base.

Euromonitor International's Sanitary Protection in Latin America 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, 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.

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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