+44 20 8123 2220
info@marketpublishers.com

Sanitary Protection - New Zealand

https://marketpublishers.com/r/S8D35E3321AEN.html
Date: September 2010
Pages: 25
Price: US$ 900.00 (Single User License)
ID: S8D35E3321AEN

Abstracts

2009 was not an exception to the continued slow growth of sanitary protection in terms of value and volume terms due to the divergence of key influential factors shaping the demand for the category. These factors include the economic downturn leading to consumers trading down, restricting potential higher value growth, and the demographic impact resulting in fewer younger consumers entering the category than the number of elderly consumers thus impacting volume sales.

Euromonitor International's Sanitary Protection in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Boxed Facial Tissues, Disposable Pants, Economy Toilet Paper, Feminine Hygiene Wipes, Household Care Wipes and Floor Cleaning Systems, Light Incontinence, Luxury Toilet Paper, Moderate/Heavy Incontinence, Napkins, Nappies/Diapers, Personal Wipes, Pocket Handkerchiefs, Recycled Toilet Paper, Sanitary Protection Excluding Feminine Hygiene Wipes, Standard Toilet Paper, Tablecloths.

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

Why buy this report?

Get a detailed picture of the Sanitary Protection market;

+44 20 8123 2220
info@marketpublishers.com

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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

+44 20 8123 2220
info@marketpublishers.com

Contents

Executive Summary
Slower Growth Continues in 2009
Innovation Shapes Demand
Leading Players Feel Pressure From Private Label
Continued Dominance of Supermarkets/hypermarkets in Retail Distribution
Moderate Growth Prospects Over the Forecast Period
Key Trends and Developments
Depressed Economy Leads To More Budget-conscious Consumers
Competitive Environment Unlikely To Change
Private Label Continues To Show Strength
Slower Birth Rate and Rising Ageing Population
Retail Distribution Shaped by the Grocery Channel
Market Indicators
Table1 Birth Rates 2004-2009
Table2 Infant Population 2004-2009
Table3 Female Population by Age 2004-2009
Table4 Total Population by Age 2004-2009
Table5 Households 2004-2009
Table6 Forecast Infant Population 2009-2014
Table7 Forecast Female Population by Age 2009-2014
Table8 Forecast Total Population by Age 2009-2014
Table9 Forecast Households 2009-2014
Market Data
Table10 Retail Sales of Tissue and Hygiene by Sector: Value 2004-2009
Table11 Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2004-2009
Table12 Retail Sales of Tissue and Hygiene by Distribution Format: % Analysis 2004-2009
Table13 Retail Sales of Tissue and Hygiene by Sector and Distribution Format: % Analysis 2009
Table14 Penetration of Private Label by Sector 2004-2009
Table15 Forecast Retail Sales of Tissue and Hygiene by Sector: Value 2009-2014
Table16 Forecast Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2009-2014
Definitions
Summary 1 Research Sources
Abc Tissue Products New Zealand Ltd
Strategic Direction

+44 20 8123 2220
info@marketpublishers.com

Key Facts
Summary 2 ABC Tissue Products New Zealand Ltd: Key Facts
Company Background
Production
Competitive Positioning
Summary 3 ABC Tissue Products New Zealand Ltd: Competitive Position 2009
Cottonsoft Ltd
Strategic Direction
Key Facts
Summary 4 Cottonsoft Ltd: Key Facts
Company Background
Production
Competitive Positioning
Summary 5 Cottonsoft Ltd: Competitive Position 2009
Nature Baby Ltd
Strategic Direction
Key Facts
Summary 6 Nature Baby Ltd: Key Facts
Company Background
Production
Competitive Positioning
Orica New Zealand Ltd
Strategic Direction
Key Facts
Summary 7 Orica New Zealand: Key Facts
Company Background
Production
Competitive Positioning
Sulco Ltd
Strategic Direction
Key Facts
Summary 8 Sulco Ltd: Key Facts
Company Background
Production
Competitive Positioning
Summary 9 Sulco Ltd: Competitive Position 2009
Headlines
Trends
Competitive Landscape

+44 20 8123 2220
info@marketpublishers.com

Prospects
Category Data
Table17 Retail Sales of Sanitary Protection by Subsector: Value 2004-2009
Table18 Retail Sales of Sanitary Protection by Subsector: % Value Growth 2004-2009
Table19 Retail Sales of Tampons by Application Format: % Value Analysis 2004-2009
Table20 Sanitary Protection Retail Company Shares 2005-2009
Table21 Sanitary Protection Retail Brand Shares 2006-2009
Table22 Forecast Retail Sales of Sanitary Protection by Subsector: Value 2009-2014
Table23 Forecast Retail Sales of Sanitary Protection by Subsector: % Value Growth 2009-2014

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Sanitary Protection - New Zealand

Product link: https://marketpublishers.com/r/S8D35E3321AEN.html

Price: US$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/S8D35E3321AEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970