

# Sustainability in Disposable Hygiene: Meeting Current and Future Challenges

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## Abstracts

Sustainability in disposable hygiene is one of the hot topics to support brand reputation and future growth, as well as a part of cost-efficiency measures. This report highlights key sustainability challenges facing the industry and response strategies - from opportunities and risks of reliance on cotton to ingredients, materials, and packaging. The report also relays the need for the industry to take more active part in information sharing and consumer education to secure brand credentials.

Euromonitor International's Sustainability in Disposable Hygiene: Meeting Current and Future Challenges 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.

## 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.

## Contents

Introduction  
Defining Key Challenges  
Cotton in Focus  
Looking Beyond Cotton in “Green” Innovation  
Strategic Recommendations

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