

Sustainability in the Global Consumer Tissue Market

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Date: March 2022

Pages: 40

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

ID: SA3A53ACCCA5EN

Abstracts

Consumer lifestyles and purchase decisions are increasingly leaning towards more sustainable practices. With consumer and government pressures to reduce environmental impact, along with increasing costs of production, the industry embraces circular business models and eco-friendly manufacturing practices and products. Sustainable supply chain, reduction in non-recyclable plastic packaging, and alternative fibres are among the strategies adopted by the industry to respond to the changing demand.

Euromonitor International's Sustainability in the Global Consumer Tissue Market 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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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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