

Tissue and Hygiene in 2018: New Insights and System Refresher

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Abstracts

Tissue and hygiene products saw positive growth globally in 2017, with key growth and competitive dynamics shaped by unmet potential in the developing and weak fundamentals in the developed regions. Competitive pressures remain on the agenda in 2017 and over the forecast period, with product trends and innovation polarised between premium segments and value/affordable products to support revenues and brand equity on the one hand and meet the needs of low-income consumer bases on the other.

Euromonitor International's Tissue and Hygiene in 2018: New Insights and System Refresher 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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