

Tissue and Hygiene in Australia

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Abstracts

Retail tissue and hygiene in Australia experienced mixed trends in 2022, as some categories returned to pre-pandemic levels of demand, while others maintained elevated demand. Retail tissue, especially toilet paper, saw a decline in demand, as consumers reduced their stockpiling behaviour and spent more time outside of their homes. Away-from-home tissue, on the other hand, recovered from the sharp drop seen in 2020, as offices reopened, tourism resumed, and foodservice outlets attracted more cus

Euromonitor International's Tissue and Hygiene in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 illustrate how the market is set to change.

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

TISSUE AND HYGIENE IN AUSTRALIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2017-2022

Table 2 Infant Population 2017-2022

Table 3 Female Population by Age 2017-2022

Table 4 Total Population by Age 2017-2022

Table 5 Households 2017-2022

Table 6 Forecast Infant Population 2022-2027

Table 7 Forecast Female Population by Age 2022-2027

Table 8 Forecast Total Population by Age 2022-2027

Table 9 Forecast Households 2022-2027

MARKET DATA

Table 10 Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 11 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 13 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 14 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

Table 15 Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 16 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 17 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 18 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

SANITARY PROTECTION IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Alternative period solutions constrain sales in sanitary protection

Tampons records the strongest decline, due to potential negative effects

Sustainability becomes a central topic

PROSPECTS AND OPPORTUNITIES

Reusable period care products to further erode consumption in sanitary protection

Towels are becoming thinner and more environmentally-friendly

Destigmatisation and promotion of equality to act as catalysts for the growth of sanitary protection

CATEGORY DATA

Table 19 Retail Sales of Sanitary Protection by Category: Value 2017-2022

Table 20 Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022

Table 21 Retail Sales of Tampons by Application Format: % Value 2017-2022

Table 22 NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 23 LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

Table 24 Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027

Table 25 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

NAPPIES/DIAPERS/PANTS IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Nappies/diapers/pants records healthy growth

Trading up to bulk packs, which offer the best value

Eco-friendlier, toxic-free nappies

PROSPECTS AND OPPORTUNITIES

Kimberly-Clark set to maintain its dominance

Recycling trial leads prospective green actions

Uncertain future for reusable nappies/diapers

CATEGORY DATA

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2017-2022

Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022

Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022

Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2022-2027

Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

RETAIL ADULT INCONTINENCE IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Destigmatisation and wellbeing support growth

Further education needed on the benefits of light incontinence products

Competitive landscape is consolidated

PROSPECTS AND OPPORTUNITIES

Rising awareness expected to boost growth momentum

Washable underwear set to gain a foothold

Promotion of the circular economy

CATEGORY DATA

Table 32 Sales of Retail Adult Incontinence by Category: Value 2017-2022

Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2017-2022

Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2018-2022

Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2019-2022

Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2022-2027

Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2022-2027

RX/REIMBURSEMENT ADULT INCONTINENCE IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

The Continence Aids Payment Scheme amends the eligibility criteria in 2022

Call for transparency in the Continence Aids Payment Scheme

Government scheme in Victoria excludes disposable pads/pants

PROSPECTS AND OPPORTUNITIES

Ageing demographic and policy outlook poised to stimulate growth

Shift to retail purchases of adult incontinence products

CATEGORY DATA

Table 38 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2017-2022

Table 39 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2017-2022

Table 40 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2022-2027

Table 41 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2022-2027

WIPES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wipes continues to see high value growth

Rebound for cosmetic wipes, driven by the resumption of social activities

Household name dominates home care wipes, while baby wipes is fragmented

PROSPECTS AND OPPORTUNITIES

Demand for wipes will be sustained by ongoing adherence to hygiene practices and distribution expansion

Skin health and wellness to inform new product development in cosmetic wipes

The Hygiene Co – the rise of this local brand is worth watching

CATEGORY DATA

Table 42 Retail Sales of Wipes by Category: Value 2017-2022

Table 43 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 44 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 45 LBN Brand Shares of Retail Wipes: % Value 2019-2022

Table 46 Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 47 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

RETAIL TISSUE IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Supply chain issues and return of mobility impede sales

Consumers look for value for money

Sustainability acts as a key differentiator

PROSPECTS AND OPPORTUNITIES

Retail tissue set to see sales normalisation

New government policy will support holistic sustainability in retail tissue

E-commerce set to grow in prevalence

CATEGORY DATA

Table 48 Retail Sales of Tissue by Category: Value 2017-2022

Table 49 Retail Sales of Tissue by Category: % Value Growth 2017-2022

Table 50 NBO Company Shares of Retail Tissue: % Value 2018-2022

Table 51 LBN Brand Shares of Retail Tissue: % Value 2019-2022

Table 52 Forecast Retail Sales of Tissue by Category: Value 2022-2027

Table 53 Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

AWAY-FROM-HOME TISSUE AND HYGIENE IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heightened hygiene habits and mobility drive stable growth in AFH tissue

Rising costs and inflation lead to higher prices for customers

Increasing green elements in AFH consumption

PROSPECTS AND OPPORTUNITIES

Australian AFH channel faces challenges and opportunities

Positive impact expected for AFH tissue with the launch of Woolworths at Work business shopping platform

Sustainability will be crucial for product development, but affordability will remain

important

CATEGORY DATA

Table 54 Sales of Away-From-Home Tissue and Hygiene by Category: Value
2017-2022

Table 55 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth
2017-2022

Table 56 Sales of Away-From-Home Paper Towels by Type: % Value 2017-2022

Table 57 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value
2017-2022

Table 58 Distribution of Away-From-Home Tissue and Hygiene by Format and
Category: % Value 2022

Table 59 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value
2022-2027

Table 60 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: %
Value Growth 2022-2027

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