

Tissue and Hygiene in Austria

<https://marketpublishers.com/r/TDE30707C76EN.html>

Date: March 2024

Pages: 52

Price: US\$ 2,650.00 (Single User License)

ID: TDE30707C76EN

Abstracts

Retail sales of tissue and hygiene in Austria registered a positive performance in current value terms in 2023, following the significant growth of the previous year. However, this was mainly due to prevailing inflationary pressures, as rising raw material, production and transport costs led to price increases across the market landscape. Nevertheless demand was boosted to some extent by the continued growth of the population, due to migration from Ukraine.

Euromonitor International's Tissue and Hygiene in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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 Austria
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN AUSTRIA EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2018-2023
Table 2 Infant Population 2018-2023
Table 3 Female Population by Age 2018-2023
Table 4 Total Population by Age 2018-2023
Table 5 Households 2018-2023
Table 6 Forecast Infant Population 2023-2028
Table 7 Forecast Female Population by Age 2023-2028
Table 8 Forecast Total Population by Age 2023-2028
Table 9 Forecast Households 2023-2028

MARKET DATA

Table 10 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 11 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 12 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 13 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 14 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
Table 15 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
Table 16 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
Table 17 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
Table 18 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth

2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pantyliners continue to lead sales, thanks to their versatility

Growing competition from reusable options challenges sales of tampons

Johnson & Johnson retains its lead, thanks to its well-established brands

PROSPECTS AND OPPORTUNITIES

Ageing population and growing interest in reusable products will challenge sales

Sustainability will remain a core issue, shaping new product development

New EU legislation to impact sanitary protection products

CATEGORY DATA

Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 21 Retail Sales of Tampons by Application Format: % Value 2018-2023

Table 22 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 23 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 24 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 25 Forecast Retail Sales of Menstrual Care by Category: % Value Growth
2023-2028

NAPPIES/DIAPERS/PANTS IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher demand in 2023

Sustainable options gain traction, although many consumers favour convenience

Private label players gain share, while e-commerce gains further traction

PROSPECTS AND OPPORTUNITIES

Low birth rate will challenge sales, with growth driven by disposable pants

Rising sustainability trend will shape new product development

Procter & Gamble Austria will retain its lead, while focusing on its eco-friendly goals

CATEGORY DATA

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth
2018-2023

Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value
2023-2028

Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth
2023-2028

RETAIL ADULT INCONTINENCE IN AUSTRIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Demographic factors favour adult incontinence products

Convenience and skin-friendly ingredients shape new product developments

Essity Austria retains its solid lead, thanks to established Tena brand

PROSPECTS AND OPPORTUNITIES

Ageing population and further development of e-commerce will boost demand over the
forecast period

Growth potential for products targeted at men

Growing sustainability concerns will drive new product launches

CATEGORY DATA

Table 32 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth
2023-2028

RX/REIMBURSEMENT ADULT INCONTINENCE IN AUSTRIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation leads to higher prices but strict reimbursement regulations restrict volume sales

Ageing population continues to drive demand

PROSPECTS AND OPPORTUNITIES

Ageing population will continue to boost growth in the coming years

Strict reimbursement rules will lead to a rise in retail sales

CATEGORY DATA

Table 38 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2018-2023

Table 39 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2018-2023

Table 40 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2023-2028

Table 41 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2023-2028

WIPES IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baby wipes continue as key driver of growth

EU Directive spurs manufacturers to launch plastic-free products

Procter & Gamble maintains its lead

PROSPECTS AND OPPORTUNITIES

Manufacturers will focus on more sustainable alternatives

Moist toilet wipes will post fastest growth

Private label will gain further momentum

CATEGORY DATA

Table 42 Retail Sales of Wipes by Category: Value 2018-2023

Table 43 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 44 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 45 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 46 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 47 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising prices boost value growth

Players align their products to the growing sustainability trend

Supermarkets continue as key distribution channel

PROSPECTS AND OPPORTUNITIES

Players will attempt to add value through further differentiation, with boxed facial tissues leading growth

Sustainability will continue as a key trend

Private label will gain share, as price sensitivity continues

CATEGORY DATA

Table 48 Retail Sales of Tissue by Category: Value 2018-2023

Table 49 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 51 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 52 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 53 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures lead manufacturers to increase their prices

Return of celebrations in foodservice establishments boosts sales

Players focus on more sustainable solutions

PROSPECTS AND OPPORTUNITIES

Continued growth expected, supported by return to busy lifestyles

Away-from-home toilet paper will generate largest share of value sales

Eco-friendly concerns will shape new product developments

CATEGORY DATA

Table 54 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 55 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 56 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 57 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 58 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 59 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 60 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

I would like to order

Product name: Tissue and Hygiene in Austria

Product link: <https://marketpublishers.com/r/TDE30707C76EN.html>

Price: US\$ 2,650.00 (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/TDE30707C76EN.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**

Customer 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