

Tissue and Hygiene in Belarus

<https://marketpublishers.com/r/TCA472CCA97EN.html>

Date: March 2021

Pages: 53

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

ID: TCA472CCA97EN

Abstracts

In 2020, retail tissue and hygiene in Belarus maintained solid current value growth, which was just marginally higher than the increases seen in the previous two years. No lockdown was seen in the country as a result of COVID-19, with retail stores remaining open throughout. However, due to concern about their own health, many Belarusians self-isolated and moved to working from home. In the second half of March and during April 2020, some stockpiled retail tissue and hygiene products because the...

Euromonitor International's Tissue and Hygiene in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, 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 2025 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

EXECUTIVE SUMMARY

COVID-19 impact on tissue and hygiene

COVID-19 country impact

Company response

Retailing shift

What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2015-2020

Table 2 Infant Population 2015-2020

Table 3 Female Population by Age 2015-2020

Table 4 Total Population by Age 2015-2020

Table 5 Households 2015-2020

Table 6 Forecast Infant Population 2020-2025

Table 7 Forecast Female Population by Age 2020-2025

Table 8 Forecast Total Population by Age 2020-2025

Table 9 Forecast Households 2020-2025

MARKET DATA

Table 10 Retail Sales of Tissue and Hygiene by Category: Value 2015-2020

Table 11 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2015-2020

Table 12 NBO Company Shares of Retail Tissue and Hygiene: % Value 2016-2020

Table 13 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2017-2020

Table 14 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2015-2020

Table 15 Distribution of Retail Tissue and Hygiene by Format: % Value 2015-2020

Table 16 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2020

Table 17 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2020-2025

Table 18 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2020-2025

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

KEY DATA FINDINGS

2020 IMPACT

COVID-19 leads to stockpiling, but this is short-lived

Tampons declines due to less travel

Price and brand familiarity are important

RECOVERY AND OPPORTUNITIES

Demographics and conservativeness will hamper growth

Price rises likely to turn consumers to offers and discounts

Local players rely on low prices, international players on marketing and promotion

CATEGORY DATA

Table 19 Retail Sales of Sanitary Protection by Category: Value 2015-2020

Table 20 Retail Sales of Sanitary Protection by Category: % Value Growth 2015-2020

Table 21 NBO Company Shares of Retail Sanitary Protection: % Value 2016-2020

Table 22 LBN Brand Shares of Retail Sanitary Protection: % Value 2017-2020

Table 23 Forecast Retail Sales of Sanitary Protection by Category: Value 2020-2025

Table 24 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

Falling birth rate responsible for volume decline, not COVID-19

Continued move to disposable pants although nappies/diapers dominates

Quality remains important irrespective of price band

RECOVERY AND OPPORTUNITIES

Falling birth rate set to maintain volume decline

Price sensitivity set to increase

More parents will look at quality and the materials used

CATEGORY DATA

Table 25 Retail Sales of Nappies/Diapers/Pants by Category: Value 2015-2020

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2015-2020

Table 27 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2016-2020

Table 28 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2017-2020

Table 29 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2020-2025

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

COVID-19 has a limited impact as any stockpiles are used up

Volume decline due to economic problems and price rises

Local players enter the market, taking share from the leader

RECOVERY AND OPPORTUNITIES

Continued volume decline in 2021 due to further price rises

However, various factors will contribute to a return to volume growth from 2022

Rising competition due to arrival of local players

CATEGORY DATA

Table 31 Sales of Retail Adult Incontinence by Category: Value 2015-2020

Table 32 Sales of Retail Adult Incontinence by Category: % Value Growth 2015-2020

Table 33 NBO Company Shares of Retail Adult Incontinence: % Value 2016-2020

Table 34 LBN Brand Shares of Retail Adult Incontinence: % Value 2017-2020

Table 35 Forecast Sales of Retail Adult Incontinence by Category: Value 2020-2025

Table 36 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

Strong unit price growth leads to value growth but volume decline

No changes to the reimbursement programme

RECOVERY AND OPPORTUNITIES

As price rises moderate, volume growth is set to return

Reimbursement likely to continue with little change

CATEGORY DATA

Table 37 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2015-2020

Table 38 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2015-2020

Table 39 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2020-2025

Table 40 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

Price rises hamper volume growth despite COVID-19

Demand for hygiene boosts sales of all purpose cleaning wipes and baby wipes

Rising share of private label due to price-conscious consumers

RECOVERY AND OPPORTUNITIES

Dynamic value growth due to continued price rises, but volume sales will suffer

Baby wipes set to maintain growth as they are used for the whole family

Potential move to natural baby wipes if pricing allows

CATEGORY DATA

Table 41 Retail Sales of Wipes by Category: Value 2015-2020

Table 42 Retail Sales of Wipes by Category: % Value Growth 2015-2020

Table 43 NBO Company Shares of Retail Wipes: % Value 2016-2020

Table 44 LBN Brand Shares of Retail Wipes: % Value 2017-2020

Table 45 Forecast Retail Sales of Wipes by Category: Value 2020-2025

Table 46 Forecast Retail Sales of Wipes by Category: % Value Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

Continued growth, with toilet paper leading demand and growth

Prices rise, but not as much as in other categories

The fragmented competitive environment reflects the basic status of retail tissue

RECOVERY AND OPPORTUNITIES

Paper towels set to drive growth, but all categories will continue to increase

Continued move towards lower-priced products

Consumers will move away from recycled toilet paper when incomes improve

CATEGORY DATA

Table 47 Retail Sales of Tissue by Category: Value 2015-2020

Table 48 Retail Sales of Tissue by Category: % Value Growth 2015-2020

Table 49 NBO Company Shares of Retail Tissue: % Value 2016-2020

Table 50 LBN Brand Shares of Retail Tissue: % Value 2017-2020

Table 51 Forecast Retail Sales of Tissue by Category: Value 2020-2025

Table 52 Forecast Retail Sales of Tissue by Category: % Value Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

Fear of COVID-19 and fewer tourists contribute to decline in AFH tissue

Few AFH hygiene products are provided by the state, thus little impact from COVID-19 is seen

Institutional channels are price-focused leading local players to dominate

RECOVERY AND OPPORTUNITIES

Continued struggles expected in the first half of 2021

Longer-term impact from economic and political situation and lack of tourism

Toilet paper will continue to dominate

CATEGORY DATA

Table 53 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2015-2020

Table 54 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2015-2020

Table 55 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2015-2020

Table 56 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2020

Table 57 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value

2020-2025

Table 58 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: %
Value Growth 2020-2025

I would like to order

Product name: Tissue and Hygiene in Belarus

Product link: <https://marketpublishers.com/r/TCA472CCA97EN.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/TCA472CCA97EN.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