

Tissue and Hygiene in Brazil

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Abstracts

Although the Omicron variant of COVID-19 strongly emerged in Brazil in early 2022, the threat of the pandemic gradually waned over the year. Therefore, local consumers engaged more in out-of-home activities, such as returning to shopping centres, eating in restaurants and bars, and taking more frequent holidays, positively influencing tissue and hygiene sales. During the year, preventive measures were officially removed, such as wearing face masks in airports and on planes. Thus, the population Euromonitor International's Tissue and Hygiene in Brazil 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.

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