

Tissue and Hygiene in Colombia

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Abstracts

In 2023, tissue and hygiene products in Colombia continued to face price hikes above the inflation rate. While high prices led to positive retail value growth, this placed pressure on retail volume sales. Economic uncertainty affected consumers' purchasing habits, with many trading down to more affordable brands or private label goods. Despite witnessing a deceleration in growth rates, hygiene products maintained positive numbers in retail volume sales. This growth was due to the essential natur...

Euromonitor International's Tissue and Hygiene in Colombia 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 COLOMBIA

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 COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The economic landscape gains ground in line with reduced disposable incomes

Use of tampons rises, while women in Colombia prefer tampons without applicators
Brands focus on removing the stigma of periods, opening the conversation between sexes

PROSPECTS AND OPPORTUNITIES

Price competition to strengthen over the forecast as economic offerings rise
Reuseable products are emerging, but a preference for convenience challenges growth
Discretion and convenience are key to product innovation across the forecast period

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 COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Private label gains ground as parents adjust their budgets in 2023
Rascal-Friends launches on the landscape, offering a premium product to parents
Sustainability and corporate social responsibility in nappies/diapers/pants

PROSPECTS AND OPPORTUNITIES

Slower growth anticipated as birth rates decline and private label expands
Opportunities for disposable pants as parents potty train children earlier
Reuseable diapers remain a niche as parents preference affordable convenience

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 COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases lead consumers to migrate to cheaper alternatives

Reducing the taboo of adult incontinence through strong marketing campaigns

Restricted access to Rx/Reimbursement incontinence products leads to a rise in retail sales

PROSPECTS AND OPPORTUNITIES

The ageing population creates a solid landscape for ongoing growth

Light incontinence products will drive growth, however, the landscape faces obstacles

New players are not set to launch; however, light incontinence options could grow

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 COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rx/Reimbursement incontinence slows down as healthcare providers lack resources

PROSPECTS AND OPPORTUNITIES

Uncertainty persists for the future of Rx/Reimbursement incontinence

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 COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prioritising expenditure during a time of reduced disposable incomes

Versatility fails to drive sales for cosmetic and facial cleansing wipes

Resilience of baby wipes as consumers appreciate the multi-purpose qualities

PROSPECTS AND OPPORTUNITIES

Challenging outlook as wipes continue to be considered unessential items

The development of private label could boost growth for intimate wipes

Private label drives growth in all-purpose cleaning wipes

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 COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing buying patterns as consumers migrate to smaller, more affordable units

Paper towels benefit from an ongoing interest in health and hygiene

Targeting single-person households to drive sales in retail tissue

PROSPECTS AND OPPORTUNITIES

Discounters and private label drive sales, while local grocers offer unique benefits

Interest in sustainability is limited by consumers unwilling to pay higher prices

Innovation in retail tissue is challenging as consumers view the products as essentials

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 COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Away-from-home tissue records a positive recovery across 2023

Economic difficulties lead consumers to reduce their out of home activities

Businesses turn to more affordable retailers and products

PROSPECTS AND OPPORTUNITIES

Cautious expenditure in AFH retail tissue over the forecast period

Paper towels are anticipated to grow, being required in health institutions

Low growth in AFH incontinence as hospitals and clinics do not provide these goods

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

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