+44 20 8123 2220
info@marketpublishers.com

Tissue and Hygiene in the Czech Republic

https://marketpublishers.com/r/T18EF7A37C2EN.html
Date: March 2024
Pages: 55
Price: US$ 2,650.00 (Single User License)
ID: T18EF7A37C2EN

Abstracts

Tissue and hygiene was affected by strong price increases, leading to significant value sales growth of all product types. Consumers reacted by reducing the frequency of their purchases leading to stagnation or a decline in volume sales of several tissue and hygiene categories. Consumers increasingly sought out discounted products or large pack sizes of their favourite brands in order to afford the same products to which they have become accustomed and purchased these products in bulk, stockpili...

Euromonitor International's Tissue and Hygiene in Czech Republic 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;

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

Contents

Tissue and Hygiene in the Czech Republic
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN THE CZECH REPUBLIC
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 THE CZECH REPUBLIC
KEY DATA FINDINGS

2023 DEVELOPMENTS

Menstrual care grows in value despite demographic challenges
Despite maintaining their lead, multinationals face growing competition from private label
Retail landscape favours modern, tech-friendly channels in 2023 while marketing campaigns focus on extending usage
PROSPECTS AND OPPORTUNITIES
Challenges ahead as key consumer base declines in the Czech Republic
More eco-friendly products emerge over the forecast period
Retail e-commerce sales continued to grow over 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 THE CZECH REPUBLIC
KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales return to modest growth in 2023 after contracting in the previous year
Procter & Gamble retains the lead thanks to its broad portfolio and wide distribution of trusted brands
Disposable pants benefits from the resumption of society in the wake of the pandemic and increase in environmental friendliness
PROSPECTS AND OPPORTUNITIES
Forecast period decline for nappies/diapers/pants

Price-conscious consumers switch between brands in a bid to find the best value for money with this trend also boosting sales via retail e-commerce
Products with a low environmental impact gain popularity
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 THE CZECH REPUBLIC
KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail adult incontinence continues to attract consumers among an ageing demographic
New product launches focus on segmentation and in providing high quality premium products
Essity Czech Republic sustains its lead in retail adult incontinence in 2023
PROSPECTS AND OPPORTUNITIES
Retail adult incontinence registers further growth over the forecast period
Forecast period launches of private label likely though focus remains on efficacy rather than environmental friendliness
Hypermarkets gain ground thanks to broad range of offerings
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 THE CZECH REPUBLIC
KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate growth for Rx/reimbursement adult incontinence, with the category not helped by a change in the law
Consumer embarrassment remains an obstacle to growth
Essity continues to lead the pack with its trusted Tena brand
PROSPECTS AND OPPORTUNITIES
Rx/reimbursement adult incontinence sees growing sales as awareness increases
Expenditure reduction by health companies constrains category forecast period growth
Electronic reimbursement of medical equipment, including adult incontinence products, is expected during the forecast period
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 THE CZECH REPUBLIC
KEY DATA FINDINGS

2023 DEVELOPMENTS

Wipes records value growth across the category in 2023 thanks in part to inflationary pressure on prices
Green trends continue to characterise wipes in the Czech Republic and are garnering a wider distribution presence
The competitive landscape remains fragmented with Procter & Gamble coming close to retaking the category lead while retail e-commerce accounts for a growing share
PROSPECTS AND OPPORTUNITIES
Demand for wipes undermined by ongoing high if falling inflationary context
Baby wipes sees contraction in volume sales over the forecast period
Moist toilet wipes registers significant forecast period growth thanks to increased activity from manufacturers and retailers
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 THE CZECH REPUBLIC
KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail tissue sees modest volume and strong value growth in 2023
Private label products prospering amid price consciousness
Fierce competition in retail tissue as players jostle for position
PROSPECTS AND OPPORTUNITIES
Category maturity dampens growth over the forecast period
Boxed facial tissues experiences increasing popularity thanks to innovation
Private label products retain a strong influence in retail tissue over the forecast period
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 THE CZECH REPUBLIC
KEY DATA FINDINGS

2023 DEVELOPMENTS

Away-from-home tissue records positive sales development as local consumers return to pre-pandemic levels of activity
Eco-friendly trends extend to away-from-home products, but fewer products are available
Key players continue to lead the category in 2023, while some launch eco-friendly variants
PROSPECTS AND OPPORTUNITIES
Stable growth over the forecast period thanks to the ongoing resumption in society after COVID-19
Away-from-home hygiene benefits from the ageing population over the forecast period
Essity focuses on the sustainability of its away-from-home tissue products
CATEGORY DATA
Table 54 Sales of Away-From-Home Tissue and Hygiene by Category: Value

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Tissue and Hygiene in the Czech Republic
Product link: https://marketpublishers.com/r/T18EF7A37C2EN.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/T18EF7A37C2EN.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

Custumer 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