

Tissue and Hygiene in Egypt

<https://marketpublishers.com/r/T2828D80041EN.html>

Date: March 2024

Pages: 45

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

ID: T2828D80041EN

Abstracts

Despite facing complex economic challenges, tissue and hygiene in Egypt demonstrated resilience during 2023, maintaining growth and expansion. Consumers exhibited heightened price sensitivity, with the cost playing a significant role in their purchasing decisions. This increased sensitivity underscored the growing importance of affordability and value in consumer preferences. Moreover, the workforce landscape witnessed notable shifts, with an increasing number of women entering the workforce and...

Euromonitor International's Tissue and Hygiene in Egypt 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 Egypt
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN EGYPT 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 EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued demand despite price increases

Resilience in the face of price hikes

Tourism boosts tampon sales and awareness

PROSPECTS AND OPPORTUNITIES

Retail sales volume of sanitary products is boosted by population growth

Tampons are expected to continue showing positive sales growth

Consumers migrate to e-commerce to obtain the best deals and discounts

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 EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Persistent sales amidst pricing challenges

Leading players navigate pricing challenges through strategic manoeuvres and product innovation

E-commerce emergence in diaper sales

PROSPECTS AND OPPORTUNITIES

Continued expansion driven by birth rate and urbanisation

Rising e-commerce contribution to diaper sales

Intense competition presents challenges for new entrants

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 EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand shifts towards local and low-price Turkish brands

Change in demand towards incontinence diapers

Sales channel preferences: Pharmacies and e-commerce rise

PROSPECTS AND OPPORTUNITIES

The landscape faces further price rises across the forecast period

Sales are set to increase, driven by the ageing population in the country

Players focus on reducing the stigma of products to boost retail volume sales

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

WIPES IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift towards more affordable alternatives

Rise of local brands in baby wipes

E-commerce sales on the rise

PROSPECTS AND OPPORTUNITIES

Wipes to continue showing a positive performance due to health awareness

E-commerce continues to gain ground as consumers migrate to the online channel

Quality remains key for parents when choosing baby wipes

CATEGORY DATA

Table 38 Retail Sales of Wipes by Category: Value 2018-2023

Table 39 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 41 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 42 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 43 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift towards bulk purchases and promotions

Decline in toilet paper sales volume

Resilience of paper towels amidst inflation

PROSPECTS AND OPPORTUNITIES

E-commerce set to expand, playing a larger role in the sale of retail tissues

Retail sales volume is set to regain growth across the forecast period

Lasting hygiene concerns have an ongoing impact on purchasing patterns

CATEGORY DATA

Table 44 Retail Sales of Tissue by Category: Value 2018-2023

Table 45 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 47 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 48 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 49 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise in healthcare facility consumption

Expansion in horeca channels

Fine Solutions' remarkable growth

PROSPECTS AND OPPORTUNITIES

The tourism industry is set to rise across the forecast period, boosting sales

Volume sales of away-from-home adult incontinence will only slightly improve

Customers are unwilling to become brand loyal as they seek the best prices

CATEGORY DATA

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: Value
2018-2023

Table 51 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth
2018-2023

Table 52 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 53 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value
2018-2023

Table 54 Distribution of Away-From-Home Tissue and Hygiene by Format and
Category: % Value 2023

Table 55 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value
2023-2028

Table 56 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 Egypt

Product link: <https://marketpublishers.com/r/T2828D80041EN.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/T2828D80041EN.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