

Tissue and Hygiene in Ethiopia

<https://marketpublishers.com/r/T35C809A8EFEN.html>

Date: May 2024

Pages: 36

Price: US\$ 2,100.00 (Single User License)

ID: T35C809A8EFEN

Abstracts

In 2023, tissue and hygiene products experienced growth in value sales in Ethiopia due partly to inflation. The market's expansion was also supported by population growth, rising income levels, and urbanisation. However, the performance of the market continued to be constrained by widespread poverty, political instability, and distribution and importation challenges, as well as low product awareness due to a lack of advertising and campaigns.

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

LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN ETHIOPIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for tissue and hygiene?

MARKET DATA

Table 1 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 2 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 5 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 6 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 7 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 8 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 9 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

MENSTRUAL CARE

2023 DEVELOPMENTS

Prospects and Opportunities

Category Data

Table 10 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 11 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 13 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 14 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 15 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS

Table 16 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 17 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 19 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 20 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 21 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

ADULT INCONTINENCE

WIPES

Table 22 Retail Sales of Wipes by Category: Value 2018-2023

Table 23 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 24 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 25 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 26 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 27 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE

Table 28 Retail Sales of Tissue by Category: Value 2018-2023

Table 29 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 31 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 32 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 33 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE

Table 34 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 35 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 36 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 37 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 38 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 39 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: %
Value Growth 2023-2028

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