

Tissue and Hygiene in Ethiopia

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

Date: April 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.

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Euromonitor International
March 2024

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