

Tissue and Hygiene in India

<https://marketpublishers.com/r/TBD0EBFD1BCEN.html>

Date: March 2023

Pages: 50

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

ID: TBD0EBFD1BCEN

Abstracts

Tissue and hygiene in India demonstrated a positive recovery from the lingering effects of the pandemic in 2022. Since the emergence of COVID-19, there has been a considerable rise in public awareness of health and cleanliness which has aided growth of the industry. However, raw material price fluctuation was observed throughout the year, resulting in marginal price increases in certain categories such as nappies/diapers/pants and sanitary protection, forcing some consumers to trade down. This i Euromonitor International's Tissue and Hygiene in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

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