

# Tissue and Hygiene in the Netherlands

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## Abstracts

Tissue and hygiene struggled to grow in volume terms in 2023, with many threats on the horizon. This included high price increases, dampening demand, as well as threats from non-disposable categories in menstrual care and hygiene but increasingly in tissue as well.

Euromonitor International's Tissue and Hygiene in Netherlands 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 the Netherlands  
Euromonitor International  
March 2024

### LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN THE NETHERLANDS  
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 NETHERLANDS

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Government initiatives tackle menstruation poverty in 2023 with consideration given to extending municipal activities to the national level

Washables and other reusable products driven by environmental concerns and longer-term cost savings

Lack of innovation and manufacturer focus on disposable products puts negative pressure on growth

### **PROSPECTS AND OPPORTUNITIES**

Fewer hormonal contraceptives boost demand for standard towels

Growing demand for reusable products puts negative pressure on category growth

Shrinking demographic base in need of menstrual care products puts negative pressure on forecast period growth

### **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 NETHERLANDS

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

An increase in the population under 3 years old drives growth

Private label records the strongest growth in 2023

Reusable products remains a small niche but is starting to become an important threat to nappies/diapers/pants

### **PROSPECTS AND OPPORTUNITIES**

Increase in recycling over the forecast period boosts growth of disposables  
More producer responsibility for recycling seen over the forecast period  
Government subsidies such as the PaaS model boost growth of washables over the forecast period

#### 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 NETHERLANDS

##### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High prices lead consumers to look for cheaper alternatives in menstrual care  
Men's incontinence products drive growth thanks to a number of developments in the category

Incontinence underwear that is washable threatens growth of retail adult incontinence

#### PROSPECTS AND OPPORTUNITIES

Recycling efforts increase but stymied by taboos and other factors

Demographics continue to drive growth although treatments for incontinence are becoming more common

Reusable products continue to threaten growth, especially for light adult incontinence products

#### 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 NETHERLANDS

##### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Consumer desire to select their own products puts downward pressure on demand for Rx/reimbursement adult incontinence

Government policies focus on washable incontinence products

Preventative measures dampen category growth in 2023

## PROSPECTS AND OPPORTUNITIES

Efforts to reduce waste dampen sales growth over the forecast period

Possibility for lower reimbursement as the government seeks to save on healthcare costs

Sustainable incontinence products become more popular over 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 NETHERLANDS

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Ongoing value sales growth of wipes in 2023 is driven by price

Environmental concerns act as a drag on home care wipes

Limited product innovation hampers the growth potential of wipes

## PROSPECTS AND OPPORTUNITIES

Growing focus on wipes categories that attracted lower usage at the end of the review period

Reusable wipes becomes a threat to disposable wipes

Lack of innovation puts negative pressure on category growth

## 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 NETHERLANDS****KEY DATA FINDINGS****2023 DEVELOPMENTS**

Consumers seek to make savings on toilet paper

Price increase driven by high energy costs

More sales take place via variety stores as consumers economise with Action becoming an increasingly important retailer in retail tissue

**PROSPECTS AND OPPORTUNITIES**

Price increases remain volatile, putting pressure on volume growth over the forecast period

Sustainability and fair trade increasingly feature over the forecast period

Hybrid working benefits volume growth 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 NETHERLANDS****KEY DATA FINDINGS****2023 DEVELOPMENTS**

Demographic changes continue to drive growth in hygiene as well as tissue in 2023

Unit prices continue to increase in 2023

Increase usage of hand driers dampens demand for AFH tissue

**PROSPECTS AND OPPORTUNITIES**

Focus on sustainability in elderly care for AFH hygiene over the forecast period

Pressure to reduce the overall cost of healthcare

Growth in foodservice and tourism drives AFH tissue

**CATEGORY DATA**

Table 54 Sales of Away-From-Home Tissue and Hygiene by Category: Value 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



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