

Tissue and Hygiene in Portugal

<https://marketpublishers.com/r/T077B48F6BFEN.html>

Date: May 2024

Pages: 50

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

ID: T077B48F6BFEN

Abstracts

In 2023, tissue and hygiene in Portugal recorded positive retail value growth, boosted by increased price points. However, the prevalence of low wages, global price increases, and rising interest rates strongly impacted consumer purchasing behaviour, challenging retail volume growth. Despite the decline in inflation in 2022, prices remained high, and consumers readjusted their purchases in line with reduced disposable incomes.

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

LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN PORTUGAL 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 PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

The return to outdoor activities benefit menstrual care sales in 2023

Standard towels decline as consumers preference comfort and convenience

Despite growing visibility, reusable products remain a niche in Portugal

PROSPECTS AND OPPORTUNITIES

Population and demographics limit growth across the forecast period

Menstrual poverty schemes impact sales of retail menstrual care

The rise of private label impacts the strategies of branded players

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 PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Newborn nappies/diapers record positive growth as the birth rate rises

Private label gains ground as parents appreciate the price-quality ratio

Rising private label share, however, Procter & Gamble maintains its lead

PROSPECTS AND OPPORTUNITIES

The improving birth rate boosts sales of nappies/diapers/pants

Convenience will stimulate sales while players invest in eco-friendly attributes

Mercadona continues to expand, creating competition for smaller players

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 PORTUGAL
KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive results as out-of-home activities increase during 2023

Light incontinence products record growth as product awareness increases

Incontinence pants positively impact moderate/heavy incontinence goods

PROSPECTS AND OPPORTUNITIES

Price remains key in the early forecast period, shaping purchasing habits

Ongoing ageing in Portugal will have a positive impact on sales

Despite the best potential for growth, light incontinence goods face challenges

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 PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers reduce cleaning routines post-COVID-19, negatively impacting sales

Baby wipes benefit from the recovery of the birth rate in 2023

Procter & Gamble leads, benefitting from strong brand awareness and widespread
distribution

PROSPECTS AND OPPORTUNITIES

Personal wipes offer the strongest growth opportunity over the forecast period

The balance of convenience and sustainability to drive sales in wipes
Private label becomes increasingly competitive, offering premium options

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 PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail tissue records strong value growth as promotional activity declines

Facial tissues benefit from habitual use and seasonality

Renova retains its lead despite positive growth for private label players

PROSPECTS AND OPPORTUNITIES

Retail volume growth is challenged by maturity and product substitutes

Private label has strong opportunities for growth as product offerings expand

Sustainability gains importance as consumers look for eco-friendly goods

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 PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

The rise of tourism positively impacts sales on the away-from-home landscape

AFH hygiene benefits from the ongoing ageing of the population

Sustainability and innovation on the away-from-home landscape

PROSPECTS AND OPPORTUNITIES

A slowdown in growth, however, tourism remains key for AFH sales

Away-from-home hygiene has strong growth potential as the country invests in senior

care

The AFH landscape becomes an increasingly competitive market

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 Portugal

Product link: <https://marketpublishers.com/r/T077B48F6BFEN.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/T077B48F6BFEN.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