

Tissue and Hygiene in South Korea

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Abstracts

Tissue and hygiene navigated a complex landscape in South Korea in 2023, shaped by key macro variables. Inflation, which was a global phenomenon, strongly impacted the industry. Rising raw materials costs squeezed profit margins and forced manufacturers to pass on price increases to consumers. With this being a key issue, even after COVID-19 the demand for some tissue and hygiene products had yet to recover as expected in 2023. Coupled with a declining birth rate, this presented a challenge for...

Euromonitor International's Tissue and Hygiene in South Korea 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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