

Tissue and Hygiene in South Korea

<https://marketpublishers.com/r/TBA1FB5124AEN.html>

Date: March 2024

Pages: 49

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

ID: TBA1FB5124AEN

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.

Contents

Tissue and Hygiene in South Korea
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN SOUTH KOREA
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 SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovative alternatives are transforming the landscape of menstrual care

Sustainable packaging and the greening of menstrual care

The rising influence of retail e-commerce in South Korea

PROSPECTS AND OPPORTUNITIES

Tech-driven innovations set to reshape the future of menstrual care

Embracing convenience, hygiene, and personalisation

Sustainability and comfort in the modern era

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 SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation amidst demographic shifts

Revolution in nappies/diapers/pants, with the emergence of smart products

Beyond crisis: Sustaining the subscription trend in a post-pandemic era

PROSPECTS AND OPPORTUNITIES

Tech innovations by established giants, and the entrance of SMEs

Navigating demographic challenges: The outlook for nappies/diapers/pants in South
Korea

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 SOUTH KOREA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Ageing population drives growth in retail adult incontinence in South Korea

Technological advances are transforming retail adult incontinence

Competition heightens as Geumbi expands in the market

PROSPECTS AND OPPORTUNITIES

The emerging potential of light adult incontinence

The need for conversations around incontinence to minimise the stigma

Product advances may lead to expansion of the consumer base

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 SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainable surge: The rising tide of eco-friendly wipes

Cost-effectiveness still key to success

PROSPECTS AND OPPORTUNITIES

Opportunity lies in eco-friendly innovation

Integration of wipes in beauty and personal care routines

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 SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth trajectory for retail tissue in South Korea post-COVID-19

The e-commerce revolution and its impact on consumer behaviour

PROSPECTS AND OPPORTUNITIES

The evolving trend of eco-friendly and customisable tissue products

Resilience amidst inflationary pressure: Increased indoor living

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 SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The impact of inflation and changing consumer habits

Concern about the use of disposable items in AFH outlets limits growth

PROSPECTS AND OPPORTUNITIES

Cloud of inflation is likely to remain

Price competitiveness will remain key to success

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 South Korea

Product link: <https://marketpublishers.com/r/TBA1FB5124AEN.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/TBA1FB5124AEN.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