

Tissue and Hygiene in Sweden

<https://marketpublishers.com/r/TFF1F5063FBEN.html>

Date: May 2024

Pages: 54

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

ID: TFF1F5063FBEN

Abstracts

Retail value sales of tissue and hygiene grew in 2023, underpinned by rising retail price points. In retail volume terms, price increases dampened the magnitude of volume growth rates relative to value.

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

LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN SWEDEN 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 SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher retail price points alter consumer behaviour in 2023

Procter & Gamble retains the lead while top players focus on efficacy improvements to attract consumers and to enable them to differentiate

Sustainability increasingly characterises manufacturers' activities and consumer purchases

PROSPECTS AND OPPORTUNITIES

Uncertain outlook weakens consumer sentiment and stimulates a change in buying habits and sales channels

Shift away from retail sales due to the provision of free menstrual care products in workplaces, educational establishments and public buildings

Substitution threat from leakproof apparel such as washable and reusable sanitary protection underwear

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 SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price inflation stimulates a change in consumer spending patterns and shopping habits while falling birth rates dampen category sales

Leading players invest in sustainability with new products benefiting from wide distribution networks

Growing allergy awareness focuses the attention of parents on associated nappies/diapers/pants for their children

PROSPECTS AND OPPORTUNITIES

Ongoing economic constraints stimulate significant downtrading as households endeavour to economise

Slowing unit price growth due to growing popularity of private label and more extensive discounting

Sustained dynamism in disposable pants 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 SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation drives up average prices in 2023

Wider awareness and acceptance support category growth

Category sales stimulated by the ageing population and rising obesity rates

PROSPECTS AND OPPORTUNITIES

Retail growth slows over the forecast period

Threat of substitution hampers sales of retail adult incontinence

Essity capitalises on the sustainable trend with alternative 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 SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation triggers surge in current value sales

Ageing population drives demand for Rx/reimbursement adult incontinence

COVID-19 pandemic has limited effect on demand patterns

PROSPECTS AND OPPORTUNITIES

Economic uncertainty encourages more incontinence sufferers towards Rx

Ageing of the Swedish population continues to drive category development while industry bodies work to reduce the stigma of incontinence

Rising costs of Rx/reimbursement adult incontinence provide impetus to alternatives, such as bladder training

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 SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail prices rise while demand weakens

Growing incidences of allergies and asthma boost demand for wipes developed for sensitive skin

Moist toilet wipes remains marginal and faces competition from baby wipes

PROSPECTS AND OPPORTUNITIES

Gloomy economic outlook poses threat to wipes

Strong growth potential for intimate wipes over the forecast period

Sustainability concerns achieve greater prominence over the forecast period

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 SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price inflation suppresses retail volume sales

Sustainability remains a key issue in retail tissue

Paper tableware benefits from the return of social gatherings

PROSPECTS AND OPPORTUNITIES

Economic challenges in the form of an ongoing high inflationary context stimulate ongoing cost-saving measures among consumers

Sustainability shapes innovation and the direction of growth

Private label characterised by transformation and segmentation between low cost and premium lines

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 SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher unit prices seen given the ongoing inflationary context

Rebound for away from home tissue and hygiene as consumer priorities shift from the home to away-from-home

Hygiene focus maintained in the aftermath of the pandemic

PROSPECTS AND OPPORTUNITIES

Uncertain outlook as inflation reduces consumer spending in AFH outlets

Basic need to socialise provides a boost to slowing sales of AFH tissue and hygiene over the forecast period

Use of technology expands over the forecast period through digitalisation

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

I would like to order

Product name: Tissue and Hygiene in Sweden

Product link: <https://marketpublishers.com/r/TFF1F5063FBEN.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/TFF1F5063FBEN.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