

# Tissue and Hygiene in Thailand

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## Abstracts

With the exception of nappies/diapers, most retail tissue and hygiene categories recorded growth in volume terms in 2023, including key categories such as menstrual care and toilet paper. Sales of most products experience solid demand in 2023 due to being considered basic essentials. Sales also saw strong growth in current value terms in 2023 with this being driven in part by the high inflation rate in Thailand and the impact on average unit prices from rising production costs. Retail tissue pro...

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

### LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN THAILAND  
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 THAILAND

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Soaring popularity of pant-type products and the rise of convenient distribution channels  
Price controls place a cap on value growth with manufacturers focused on consolidating their position in the market

Reusable alternatives gaining ground as more consumers focus on reducing the environmental footprint

PROSPECTS AND OPPORTUNITIES

A Glimpse into Comfort-Centric Solutions

The Rise of Eco-Friendly Menstrual Care in Thailand

Tampons likely to remain a niche area of the market

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 THAILAND

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Declining birth rates put pressure on sales but disposable pants continue to flourish as consumers look for convenience and value

Government measures to control prices on essential goods in 2023 prevents significant price hikes in the category

Unicharm and DSG retain their stronghold with value and comfort important to consumers

PROSPECTS AND OPPORTUNITIES

Incentives and initiatives to boost the birth rate and to make nappies/diapers/pants more accessible should positively influence demand

The tension between controlled pricing and innovation likely to persist

Disposable pants set to remain the key growth driver

#### 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 THAILAND

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Thailand's ageing population remains the key driver of demand for retail adult incontinence in 2023

Low Prices, odour control, and comfort inform purchasing decisions in 2023

Price controls limit value growth while light adult incontinence products remain the most dynamic

#### PROSPECTS AND OPPORTUNITIES

The Ascendancy of the Adult Incontinence Market in Thailand

New product development and innovation could help add further fuel to the growth of retail adult incontinence

Increasing use of organic and natural materials as consumers focus on comfort

#### 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 THAILAND

#### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Sales of wipes rocket as consumers look for convenient solutions to staying fresh and clean in 2023

The Evolution of Wipe Selling Points

Baby wipes proving popular as a cheaper alternative to facial cleansing wipes

### PROSPECTS AND OPPORTUNITIES

Wipes could find new sales opportunities in rural and upcountry areas

Manufacturers need to address environmental concerns

Competition set to heat up as demand grows

### 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 THAILAND

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Consumers in Thailand becoming increasingly familiar with the benefits of retail tissue over traditional alternatives

The Niche Presence of Chinese Tissue Brands Amidst Quality Concerns in Thailand's Online Market

Toilet paper remains the key category but demand across retail tissue continues to grow in 2023

### PROSPECTS AND OPPORTUNITIES

Bright outlook for retail tissue despite anticipated increase in unit prices

Organic products could find a growing audience among more affluent consumers

Sustainability concerns offer growth potential for recycled retail tissue

### 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 THAILAND  
KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Increase in inbound and domestic tourism provides a boost sales through the horeca channel

Thailand's ageing population boosting demand for AFH adult incontinence

Bulk purchasing behaviour noted in AFH adult incontinence

## PROSPECTS AND OPPORTUNITIES

Ageing population likely to fuel dynamic growth in AFH adult incontinence

Tourism and a resurgent street food scene set to be key growth drivers for AFH tissue

Manufacturers likely to make a strategic shift to using recycled/recyclable materials in their AFH tissue products

## 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

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