

Tissue and Hygiene in the US

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Abstracts

After a year of high inflation and volume declines in 2022, 2023 saw an improving macroeconomic environment, with 2023's average inflation rate of around 3% much softened from 2022's 8%. Unit price increases came through in early 2023, with volatility particularly evident in retail tissue, notably paper towels, toilet paper and facial tissues.

Euromonitor International's Tissue and Hygiene in USA 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 THE US

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 THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Persisting inflationary concerns remain prevalent in menstrual care, with lifestyle

implications skewing sales performance

Indie brands form coalition to fight menstrual care sales tax

Sustainable materials hold promise, with increased retailer buy-in

PROSPECTS AND OPPORTUNITIES

Away-from-home distribution can expand brand penetration and consumer awareness

Holistic health movement offers opportunity for menstrual product diversification

Adult incontinence hybridity draws on existing knowledge and brand infrastructure

Efforts in advertising “realism” have mixed results in debunking menstruation taboos

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 THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value-adding innovation targeting performance, skin health and under-served demographics help solidify competitiveness

Sustainability concerns drive new entrants and releases

Leading players and insurgents to consider expanding strategies to offer other services

PROSPECTS AND OPPORTUNITIES

Pants and comfort-forward options offer opportunities for growth, despite unfavourable demographic outlook

Cloth nappies/diapers’ cost effectiveness and eco advantages pose a threat to disposable nappies/diapers

D2C thrives on desire for more personalised, predictive and automated baby care

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

2023-2028

RETAIL ADULT INCONTINENCE IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value-conscious behaviour and innovation propel private label sales

Moderate/heavy format growth slightly outpaces light counterpart in both value and volume terms, while reusable options continue to peak consumer interest

E-commerce continues to lead channel performance, with community-building and personalised customer service contributing to growth

PROSPECTS AND OPPORTUNITIES

Continued interest in at-home care for expanding 65+ population in the US bodes well for retail adult incontinence

Underserved bowel incontinence consumers present additional innovation avenues for moderate/heavy format

Skin health is highly important for younger incontinence consumers, and brands keep pace with skin-friendly offerings

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 THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rx/reimbursement continues to see steady growth, even amid the cessation of COVID-19 emergency relief funding

Funding constraints limit product options

Florida lawsuit settlements prompt expanded coverage of incontinence products

PROSPECTS AND OPPORTUNITIES

Future policy will be a key driver of the category's long-term performance

Brands and direct-to-consumer retailers' education and alliances are essential for the reimbursement consumer

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 THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cleaning efficacy, health and convenience influence development of personal care
wipes

Moist toilet wipes and baby wipes posted healthy growth, while disinfecting and
sanitising wipes witnessed moderate growth

Private labels market share increased across personal care wipes

PROSPECTS AND OPPORTUNITIES

Sustainability to wield greater influence on future sales and competition

Legislation regarding flushability, labelling and ingredient transparency will continue to
pose challenges and necessitate further innovation.

Skin microbiome to become key driver of innovation

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 THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail tissue volume performance continues to dip, though recovery seems feasible in
2024

Private label wins confirm consumers' priorities amidst economic uncertainties

Shrinkflation still relevant to protect margins for household paper products

PROSPECTS AND OPPORTUNITIES

The next in retailing strategy: Subscription model buying could boost retailer loyalty and
consumer savings satisfaction

Innovation driven by new product design and alternative sustainable fibres

Rise of reusable technology in paper towels hints at possible industry disruptions

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 THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stringent enforcement of back-to-office policies leads to a positive performance for away-from-home (AFH) tissue market

Consumers' travel habits continue to boost away-from-home (AFH) tissue sales through on-trade channels

Higher costs and smaller margins elevate away-from-home products' prices and create a challenging operational landscape

PROSPECTS AND OPPORTUNITIES

Away-from-home distribution may expand brand penetration and increase consumer awareness

AFH adult incontinence to be influenced by various factors related to demographic changes, impacting performance over the forecast period

Steady growth in consumer foodservice could benefit AFH paper napkins

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

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