

# Tissues - Pakistan

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## Abstracts

Use of tissue paper has been consistently increasing as the Pakistani population gets more urbanised and has greater access to the products through an increasing variety of distribution channels. The increase in unit prices is a slight hindrance in the way of growth, but the importance of tissue paper as an everyday necessity, a very small consumer base and its small part in the total expenditure of households and businesses have made sure that even in periods of high inflation and an economic...

Euromonitor International's Tissues in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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 2014 illustrate how the market is set to change.

**Product coverage:** Boxed Facial Tissues, Disposable Pants, Economy Toilet Paper, Feminine Hygiene Wipes, Household Care Wipes and Floor Cleaning Systems, Light Incontinence, Luxury Toilet Paper, Moderate/Heavy Incontinence, Napkins, Nappies/Diapers, Personal Wipes, Pocket Handkerchiefs, Recycled Toilet Paper, Sanitary Protection Excluding Feminine Hygiene Wipes, Standard Toilet Paper, Tablecloths

**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 industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### Executive Summary

Tissue and Hygiene Market Continues To Mature

Fledgling Consumer Base Faces High Inflation

Market Leaders Maintain Majority Shares

Increased Popularity and Availability of Supermarkets and Large-scale Retailers

Inflation and Low Economic Growth Will Favour Economy Brands

### Market Indicators

Table 1 Birth Rates 2004-2009

Table 2 Infant Population 2004-2009

Table 3 Female Population by Age 2004-2009

Table 4 Total Population by Age 2004-2009

Table 5 Households 2004-2009

Table 6 Forecast Infant Population 2009-2014

Table 7 Forecast Female Population by Age 2009-2014

Table 8 Forecast Total Population by Age 2009-2014

Table 9 Forecast Households 2009-2014

### Market Data

Table 10 Retail Sales of Tissue and Hygiene by Sector: Value 2004-2009

Table 11 Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2004-2009

Table 12 Retail Sales of Tissue and Hygiene by Distribution Format: % Analysis  
2004-2009

Table 13 Retail Sales of Tissue and Hygiene by Sector and Distribution Format: %  
Analysis 2009

Table 14 Forecast Retail Sales of Tissue and Hygiene by Sector: Value 2009-2014

Table 15 Forecast Retail Sales of Tissue and Hygiene by Sector: % Value Growth  
2009-2014

### Definitions

Summary 1 Research Sources

Moveeta International

Strategic Direction

### Key Facts

Summary 2 Moveeta International: Key Facts

Company Background

Production

Competitive Positioning

Summary 3 Moveeta International: Competitive Position 2009

Packages Ltd

## Strategic Direction

### Key Facts

Summary 4 Packages Ltd: Key Facts

Summary 5 Packages Ltd: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 6 Packages Ltd: Competitive Position 2009

## Product of Flying Group of Industries

### Strategic Direction

### Key Facts

Summary 7 Product of Flying Group of Industries: Key Facts

Summary 8 Product of Flying Group of Industries: Operational Indicators

### Company Background

### Production

### Competitive Positioning

Summary 9 Product of Flying Group of Industries: Competitive Position 2009

### Headlines

### Trends

### Competitive Landscape

### Prospects

### Category Data

Table 16 Retail Sales of Tissues by Subsector: Value 2004-2009

Table 17 Retail Sales of Tissues by Subsector: % Value Growth 2004-2009

Table 18 Tissues Retail Company Shares 2005-2009

Table 19 Tissues Retail Brand Shares 2006-2009

Table 20 Forecast Retail Sales of Tissues by Subsector: Value 2009-2014

Table 21 Forecast Retail Sales of Tissues by Subsector: % Value Growth 2009-2014

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