

# Tissue and Hygiene in Laos

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## Abstracts

Tissue and hygiene saw steady growth in retail volume terms in 2022 although there is not yet widespread usage in most categories. COVID-19 had a negative impact on demand for tissue and hygiene with many consumers plunged into economic uncertainty, with this being compounded in 2022 by elevated inflation which led to a sharp rise in prices. However, with COVID-19 fears subsiding the outlook is more favourable, with increased health and hygiene awareness likely to fuel demand.

Euromonitor International's Tissue and Hygiene in Laos report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

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