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Toilet Paper - Belgium

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Abstracts

In the context of the review period, growth in 2009 was slower, with decrease of -1% in current value terms compared with positive growth of around 2% during the review period. The slowing of the growth rate over the review period coincided with sales in the premium range stabilising, while private label saw the largest increase in share in 2009. To compete for sales, private label also launched luxury toilet paper, such as 3-ply toilet paper by the retailer Delhaize.

Euromonitor International's Toilet Paper in Belgium 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;

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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, Santiago and Sydney 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.

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