

# Toilet Paper - Italy

<https://marketpublishers.com/r/TF5856FAB8DEN.html>

Date: June 2010

Pages: 41

Price: US\$ 990.00 (Single User License)

ID: TF5856FAB8DEN

## Abstracts

Toilet paper was dominated by the increasing demand for maxi-roll products which carry higher unit prices as they are longer. This explains the growth in current value sales and decrease in retail volume sales. The leading brand in terms of maxi-roll toilet paper was Regina, the first to launch this product size, while Foxy and Perla also presented 500-sheet maxi-roll products. The change in the roll length pushed-up unit prices.

Euromonitor International's Toilet Paper in Italy 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

Recession Impacts Retail Volume Sales

Private Label Benefits From the Economic Crisis

the Presence of Multinationals Continues To Grow

Grocery Retailers Benefit From Special Offers and Competitive Prices

Future Growth To Be Driven by Innovative Products and An Ageing Population

Key Trends and Developments

Weak Economy Impact Sales

H1n1 Flu Pandemic Influences Sales of Tissues and Afh Paper Towels

Private Label Pressures Branded Manufacturers

Demographic Shifts Change the Focus of Hygiene Product Manufacturers

"green" Products Remain Negligible

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 Penetration of Private Label by Sector 2004-2009

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

Table 16 Forecast Retail Sales of Tissue and Hygiene by Sector: % Value Growth  
2009-2014

Definitions

Summary 1 Research Sources

Cartiera Lucchese SpA

Strategic Direction

**Key Facts**

Summary 2 Cartiera Lucchese SpA: Key Facts

Summary 3 Cartiera Lucchese SpA: Operational Indicators

**Company Background****Production**

Summary 4 Cartiera Lucchese SpA: Production Statistics 2008

**Competitive Positioning**

Summary 5 Cartiera Lucchese SpA: Competitive Position 2009

**Fater SpA****Strategic Direction****Key Facts**

Summary 6 Fater SpA: Key Facts

Summary 7 Fater SpA: Operational Indicators

**Company Background****Production**

Summary 8 Fater SpA: Production Statistics 2008

**Competitive Positioning**

Summary 9 Fater SpA: Competitive Position 2009

**Georgia Pacific SRL****Strategic Direction****Key Facts**

Summary 10 Georgia Pacific Srl: Key Facts

Summary 11 Georgia Pacific Srl: Operational Indicators

**Company Background****Production**

Summary 12 Georgia Pacific Srl: Production Statistics 2008

**Competitive Positioning**

Summary 13 Georgia Pacific Srl: Competitive Position 2009

**Industrie Cartarie Tronchetti SpA****Strategic Direction****Key Facts**

Summary 14 Industrie Cartarie Tronchetti SpA: Key Facts

Summary 15 Industrie Cartarie Tronchetti SpA: Operational Indicators

**Company Background****Production**

Summary 16 Industrie Cartarie Tronchetti SpA: Production Statistics 2008

**Competitive Positioning**

Summary 17 Industrie Cartarie Tronchetti SpA: Competitive Position 2009

**Kartogroup SpA**

**Strategic Direction****Key Facts**

Summary 18 Kartogroup SpA: Key Facts

Summary 19 Kartogroup SpA: Operational Indicators

**Company Background****Production**

Summary 20 Kartogroup SpA: Production Statistics 2008

**Competitive Positioning****Kimberly-Clark SpA****Strategic Direction****Key Facts**

Summary 21 Kimberly-Clark SpA: Key Facts

Summary 22 Kimberly-Clark SpA: Operational Indicators

**Company Background****Production****Competitive Positioning**

Summary 23 Kimberly-Clark SpA: Competitive Position 2009

**Procter & Gamble Italia SpA****Strategic Direction****Key Facts**

Summary 24 Procter &amp; Gamble Italia SpA: Key Facts

Summary 25 Procter &amp; Gamble Italia SpA: Operational Indicators

**Company Background****Production****Competitive Positioning**

Summary 26 Procter &amp; Gamble Italia SpA: Competitive Position 2008

**SCA Hygiene Products SpA****Strategic Direction****Key Facts**

Summary 27 SCA Hygiene Products SpA: Key Facts

Summary 28 SCA Hygiene Products SpA: Operational Indicators

**Company Background****Production**

Summary 29 SCA Hygiene Products SpA: Production Statistics 2008

**Competitive Positioning**

Summary 30 SCA Hygiene Products SpA: Competitive Position 2009

**Sisma SpA****Strategic Direction****Key Facts**

Summary 31 Sisma SpA: Key Facts

Summary 32 Sisma SpA: Operational Indicators

Company Background

Production

Summary 33 Sisma SpA: Production Statistics 2008

Competitive Positioning

Summary 34 Sisma SpA: Competitive Position 2009

Soffass SpA

Strategic Direction

Key Facts

Summary 35 Soffass SpA: Key Facts

Summary 36 Soffass SpA: Operational Indicators

Company Background

Production

Summary 37 Soffass SpA: Production Statistics 2008

Competitive Positioning

Summary 38 Soffass SpA: Competitive Position 2009

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 17 Retail Sales of Toilet Paper by Subsector: Value 2004-2009

Table 18 Retail Sales of Toilet Paper by Subsector: % Value Growth 2004-2009

Table 19 Retail Sales of Wet Vs Dry Toilet Paper 2004-2009

Table 20 Toilet Paper Retail Company Shares 2005-2009

Table 21 Toilet Paper Retail Brand Shares 2006-2009

Table 22 Forecast Retail Sales of Toilet Paper by Subsector: Value 2009-2014

Table 23 Forecast Retail Sales of Toilet Paper by Subsector: % Value Growth  
2009-2014

## I would like to order

Product name: Toilet Paper - Italy

Product link: <https://marketpublishers.com/r/TF5856FAB8DEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TF5856FAB8DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970