

# Women and Global Hygiene: Adapting Strategies to the Changing Consumer

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## Abstracts

Women are the key target audience of the disposable hygiene industry. However, the lifestyles and status of women across the world have been changing. The report looks at the diversity of modern women's needs, with case studies across developed and developing regions, and analyses strategies in innovation and marketing to respond to the changing female consumer. The report also looks at alternative solutions in low-cost products, which represent a challenge and opportunity for the leading brands...

Euromonitor International's Women and Global Hygiene: Adapting Strategies to the Changing Consumer global briefing offers an insight into to the size and shape of the tissue and hygiene market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within tissue and hygiene, analyses leading companies and brands, assesses the importance of private label and offers strategic analysis of major factors influencing the market - be they new product developments, economic/lifestyle/environmental influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Away-From-Home Tissue and Hygiene, Retail Tissue and Hygiene, 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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Diversity of Needs in the Developed Markets

Empowerment and Affordability in Developing World

Alternative Solutions to Developing Low-Cost Products

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