

World Market For Tissue

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Abstracts

Despite economic challenges, the global consumer tissue market continues to grow in both developed and developing markets. The pace of growth will, however, decelerate in developed regions post-COVID-19, highlighting the need for meaningful innovation, and will shift organic growth back to developing regions. Amid consumer price sensitivity and private label gains, the industry is seeing innovation on a number of fronts, including manufacturers adopting an ethical and sustainable positioning.

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Euromonitor International's World Market For Tissue 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, 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.

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