

# The 2023-2028 Outlook for Commercial Tissues, Wipes, and Hygiene Products in India

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## Abstracts

This study covers the latent demand outlook for commercial tissues, wipes, and hygiene products across the states, union territories, and cities of India. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 4,900 cities in India. For each city in question, the percent share the city is of its state or union territory and of India as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-?-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state, union territory, and city, latent demand estimates are created for commercial tissues, wipes, and hygiene products. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of commercial tissues, wipes, and hygiene products as including all commonly understood products falling within this broad category, such as bulk tissues made from paper which may have been enhanced with lotion, aloe, or other ingredients and which are intended for use in health care facilities, schools, hotels, and other businesses or institutions; pretreated wipes used in health care facilities for cleansing patients and for sterilizing medical equipment and appliances, electrostatic wipes for cleaning computers and optical equipment, industrial foodservice cleaning wipes, and other specialized industrial wipes; undergarments and pads used by adults while they are admitted in hospitals, nursing homes, and other care facilities to protect against leakage caused by bladder and bowel incontinence and excluding retail brands of incontinence products; paper napkins and tablecloths for use in hotels, restaurants,

hospitals, and other businesses or institutions; recycled, white, colored, scented, and unscented paper towel rolls and paper towel packs for use in hotels, offices, hospitals, schools, public restrooms, restaurants, and other institutions and businesses; and recycled, white, colored, scented, and unscented toilet tissue in rolls or sheets for use in hotels, offices, hospitals, schools, public restrooms, restaurants, and other institutions and businesses, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include ACTICUF, Boardwalk, Georgia-Pacific, Kimberly Clark, Marcal, MoliMed, Scott, and Tork. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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