

# **India Tissue & Hygiene Market Size (By Type, Baby Diapers, Sanitary Protection, Toilet Paper, Facial Tissue, Adult Diapers, Wipes, Kitchen Towels, Cotton Buds, Paper Tableware) Analysis, Forecast & Opportunities, 2018-2023**

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## **Abstracts**

South Asia continues to be the fastest-growing region in the world on the back of India's strong economic success. India is the world's third largest economy after United States and China on PPP method and its GDP growth surged to over 7% in third quarter of 2017-18. With a whopping population of over 1.32 billion people, and growing middle class population of over 267 million, the country presents vast opportunities for multitude of products including tissue and hygiene.

According to Marketmonitor recent report titled "India Tissue & Hygiene Market Size (By Type, Baby Diapers, Sanitary Protection, Toilet Paper, Facial Tissue, Adult Diapers, Wipes, Kitchen Towels, Cotton Buds, Paper Tableware) Analysis, Forecast & Opportunities, 2018-2023" India's tissue and hygiene industry registered double digit CAGR growth of over 18% during 2012-17. The market advanced on the back of increasing baby population, rising penetration of sanitary protection coupled with surge in disposable income. The market is forecast to grow with a double digit CAGR of over 14% during estimated period of 2018-23 as penetration of baby diapers and sanitary product is still low and per capita tissue consumption is significantly lower than developed countries.

India is home to over 18% of global population and its growing middle class is looking for better health & hygienic products. Every category i.e. baby and adult diapers, sanitary protection, toilet paper, facial tissue recorded double digit CAGR during 2012-17. Away from home institutions (AFH) are also contributing towards strong sales

of tissue products and people are becoming accustomed to using them. Apart from growing economy and middle class, the country is also witnessing other trends, like increasing urbanisation, westernisation of lifestyle and growing number of women in the workforce. These factors make India a favourable market for tissue and hygiene products.

Many tissue and hygiene products manufacturers are finding pockets of growth, most notably small players like Nobel hygiene. As far as competitive landscape is concerned, Procter & Gamble Home Products Ltd leads the market and top three players account for around 55% of the market share in value terms.

Marketmonitor presents most up-to date research on India tissue and hygiene market. This report focuses on quantitative market metrics in order to characterise the growth and evolution of India tissue market. Our research report analyses companies' market position, growth potential and competitive strategies.

Our report elaborates the following aspects of tissue and hygiene market in the country.

Global Tissue and Hygiene Market Overview

India Tissue and Hygiene Market Outlook, Market Size by Value, Market Share & Forecast

Tissue and Hygiene Market Segmental Analysis- By Category, By Company, By Point of Sale and By Region

India Tissue and Hygiene Market Supply Chain Analysis

India Tissue and Hygiene Market Dynamics (Drivers & Challenges)

Tissue and Hygiene Market Trends & Developments

Tissue and Hygiene Policy and Regulatory Landscape

India Tissue and Hygiene Import-Export analysis

India Economic Profile & Analysis

Competitive Landscape & Strategic Recommendations

## Why You Should Buy This Report?

To have a comprehensive understanding of India Tissue and Hygiene Market explained through 26 data figures and 17 tables

To understand that how are small manufacturers finding growth in India tissue & hygiene industry?

To help companies in making informed decision through in-depth knowledge of the market size in value terms, macro drivers, challenges and on-going industry trends

To obtain competitive advantage over rivals

To add weight to presentations and marketing material

To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer's specific needs

## RESEARCH METHODOLOGY

MarketMonitor uses primary and secondary sources to collect the information and validates them to present the 360 degree view of the industry. Primary research includes interviews with tissue and hygiene companies, investors and industry analysts while secondary research focuses on intensive and extensive search of relevant publications i.e. industry magazines, public and private institutions' company annual reports, and other proprietary databases.

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