

Toilet Paper Market in Tanzania 2021

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Abstracts

Toilet paper is a thin sanitary absorbent paper usually in a roll for use in drying or cleaning oneself after defecation and urination. A study by StrategyHelix indicates that the toilet paper market in Tanzania is projected to expand by a CAGR of 8.3% from 2021 through 2027. Increasing awareness regarding the benefits of maintaining cleanliness and personal hygiene and presence of favorable government initiatives are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for toilet paper. The Tanzania toilet paper market is segmented on the basis of product, and distribution channel. Based on product, the toilet paper market in Tanzania is categorized into pulp paper, recycled paper. The pulp paper segment held the largest share of the Tanzania toilet paper market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the toilet paper market in Tanzania has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In Tanzania, the supermarkets & hypermarkets segment made up the largest share of the toilet paper market.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toilet paper market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: pulp paper, recycled paper

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

- Get a comprehensive picture of the Tanzania toilet paper market
- Identify regional strategies and strategic priorities on the basis of local data
- Pinpoint growth sectors and trends for investment
- Identify the competitive landscape and window of opportunity

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