

Away-From-Home Tissue and Hygiene in Pakistan

Market Direction | 2022-06-28 | 18 pages | Euromonitor

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Report description:

Away-from-home tissue and hygiene grew tremendously in 2021, supported by rising urbanisation and the Westernisation of away-from-home lifestyles. Moreover, overall hygiene consciousness and cleanliness awareness and a move from unbranded products to brands led to segment growth. Increases in the rate of new restaurants and hospital openings in urban areas and increased visits to these establishments were also key contributing trends to the growth of away-from-home tissue and hygiene.

Euromonitor International's Away-from-Home Tissue and Hygiene in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Away-from-Home Hygiene, Away-from-Home Tissue.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Away-from-Home 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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Away-from-home tissue and hygiene grows significantly, supported by rising urbanisation

AFH toilet paper and napkins remain the dominant types

Packages Ltd leads AFH tissue and hygiene, a category with a limited presence of international manufacturers

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Changing consumer habits in favour of preventative hygiene set to drive growth

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TISSUE AND HYGIENE IN PAKISTAN

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