

Retail Tissue in Pakistan

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

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Report description:

Retail tissue continued to grow in Pakistan in 2021 due to the modernisation of lifestyles and improved affordability among the urban middle class of the country. Advertising campaigns by leading manufacturers promoting the use of retail tissue as a regular lifestyle choice also played an important role in increasing consumption. Changes in lifestyles associated with upward social mobility and higher household incomes, especially in urban areas, also drove demand. Improved affordability, a shift...

Euromonitor International's Retail Tissue 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: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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

Why buy this report?

- * Get a detailed picture of the Retail Tissue 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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RETAIL TISSUE IN PAKISTAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Retail tissue experiences significant growth in 2021, with rapid penetration
Packages Ltd continues to lead retail tissue with its flagship brand, Rose Petal
Bikya Industries Pvt Ltd experiences the highest growth in 2021

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Improving lifestyles will continue to positively impact retail tissue
Facial tissues to maintain their lead of value sales
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TISSUE AND HYGIENE IN PAKISTAN

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