

## **Retail Tissue in the Netherlands**

Market Direction | 2022-08-12 | 22 pages | Euromonitor

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### **Report description:**

The Netherlands implemented a hard lockdown in October 2020, which led to stockpiling of retail tissue products. The lockdown ended up lasting until April 2021, but after initial panic-buying in 2020, stockpiling was no longer seen in 2021. Retail volume sales therefore declined slightly in 2021, as consumers still had products to use from the previous year. The availability of products remained stable, with products widely available in both physical stores and online. Facial tissues enjoyed the...

Euromonitor International's Retail Tissue in Netherlands 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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E-commerce continues to grow, with subscription-based services still dynamic

Kimberly-Clark retains its lead in retail tissue with its brands Page and Kleenex

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