

Retail Tissue in Germany

Market Direction | 2022-08-16 | 22 pages | Euromonitor

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Report description:

After an exceptionally strong performance in 2020, retail tissue declined in both current value and volume terms in 2021, as many consumers still had products left from when they stockpiled in 2020. Although consumers continued to spend more time at home, due to extended home working policies implemented by companies, demand was not as strong as in 2020. Napkins, which declined in 2020, saw an increase in sales in 2021, but was not able to recover entirely from the COVID-19 disruption.

Meanwhile...

Euromonitor International's Retail Tissue in Germany 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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Essity starts to produce pulp from straw in Germany

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