

Retail Tissue in Austria

Market Direction | 2023-03-06 | 21 pages | Euromonitor

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Report description:

Retail tissue recorded significant growth in value terms during 2022, attributed to the severe increase in average unit prices during the year. Not only has the costs for energy and transport increased substantially, but the cost of raw material for tissue products, namely wood pulp, has increased as the Ukraine war triggered an avalanche of costs.

Euromonitor International's Retail Tissue in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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 AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising price points increase retail value growth, while paper towels boost sales

COVID-19 increases hygiene awareness, boosting sales of retail tissue

Players align their products to the growing sustainability trend

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