

Retail Tissue in Italy

Market Direction | 2023-03-07 | 24 pages | Euromonitor

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Report description:

The tissue manufacturing industry is at the forefront of sustainability efforts, with most companies having started investing in sustainable practices a long time ago, even before it became a priority in efforts to tackle climate change. Over time, good practices have included improved water treatment, reducing greenhouse gas emissions, the use of cogeneration and trigeneration, alongside photovoltaic electricity. From a product standpoint, players are focusing on making fibres increasingly reus...

Euromonitor International's Retail Tissue in Italy 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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Euromonitor International
March 2023

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Tissue industry at the forefront of environment sustainability

Italy increases local pulping facilities

Volume sales stagnate as prices rise in line with elevated inflation levels

PROSPECTS AND OPPORTUNITIES

Facial tissues will continue to grow while players may need to look for new raw materials to meet the demand for sustainable products

Mixed fortunes predicted within retail tissue with the maturity of toilet paper likely to limit growth opportunities

Paper towels offers potential growth and development opportunities thanks to multifunctionality

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