

Retail Tissue in Poland

Market Direction | 2023-03-08 | 20 pages | Euromonitor

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Report description:

Toilet paper was the fastest growing product category in retail tissue in 2022 in terms of both volume and value. The fast growth in volume sales was underpinned by multiple factors, amongst which two of the most prominent were higher demand due to considerable immigration from Ukraine and greater frequency of use. Meanwhile, the strong growth in value was bolstered by the high rate of inflation seen during the year.

Euromonitor International's Retail Tissue in Poland 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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