

Retail Tissue in the Philippines

Market Direction | 2023-03-07 | 20 pages | Euromonitor

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Report description:

Retail tissue saw accelerated growth in volume terms in 2022, following the sluggish performance of the previous year. This was due to better economic conditions, particularly on the third quarter of the year, as the country emerged from the COVID-19 pandemic. However, despite a high degree of optimism, thanks to the improving employment rate in the country, inflation remained elevated, which had an impact on consumers' spending capacity.

Euromonitor International's Retail Tissue in Philippines 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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Affordable toilet paper continues to be valued for its multifunctional properties

Ongoing home cooking/baking trend boosts sales of paper towels

PROSPECTS AND OPPORTUNITIES

Economic recovery, a growing demand for convenience and ongoing hygiene concerns will be the keys to upward growth

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