

Retail Tissue in Vietnam

Market Direction | 2023-03-07 | 22 pages | Euromonitor

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Report description:

Habits formed during the COVID-19 crisis, including more frequent eating at home and generally spending more time at home, helped to drive stable growth for retail tissue in the Vietnamese market during 2022. Higher levels of hygiene awareness and health concerns also made people pay more attention to the origins and ingredients of products. There is growing awareness amongst urban consumers about using tissue products for specific purposes. However, more education is required in this regard as...

Euromonitor International's Retail Tissue in Vietnam 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 VIETNAM

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Stable growth during 2022

Intense competition between domestic and imported retail tissue

Low levels of consumer loyalty in fragmented competitive landscape, while e-commerce retains its growth potential

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Retail tissue expected to maintain stable growth in coming years

Intense competition expected in the forecast period

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