

Tissue and Hygiene in Austria

Market Direction | 2023-03-06 | 54 pages | Euromonitor

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Report description:

Overall demand for tissue and hygiene products remained stable in 2022, with a slight increase noted in retail volume terms. However, significant growth in current retail value terms was noted, attributed to the severe increase in average unit prices. Manufacturers not only struggled with higher costs of energy and transport, but also rising costs of raw materials for tissue products, namely wood pulp, which increased significantly. The war in Ukraine war triggered an avalanche of costs, leading...

Euromonitor International's Tissue and Hygiene 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: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tissue and Hygiene 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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