

Tissue and Hygiene in Belgium

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Report description:

While current retail volume sales in tissue and hygiene struggled in 2022, there was significant growth in current retail value terms, attributed to rising inflation. As price rises caused consumers to trade down or rethink purchases of goods deemed unessential, positive volume growth was only noted within retail adult incontinence which benefited from the ageing population, and nappies/diapers/pants, which continued to record solid volume sales due to the positive birth rate of 2021. As such, w...

Euromonitor International's Tissue and Hygiene in Belgium 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.

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