

Tissue and Hygiene in Canada

Market Direction | 2023-03-08 | 52 pages | Euromonitor

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Report description:

2022 saw a partial recovery of Canada's economy, thanks to supply chain improvements, the lifting of pandemic-related restrictions and employment improvement, as well as recovering immigration inflows. Such recovery lent strength to the away-from-home channel, while softening some retail demand. That being said, 2022 was far from restoring the pre-pandemic reality, especially as certain enduring pandemic-induced structural and lifestyle shifts, such as hybrid working and heightened self-care reg...

Euromonitor International's Tissue and Hygiene in Canada 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Tissue and Hygiene in Canada
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List Of Contents And Tables

TISSUE AND HYGIENE IN CANADA

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture
2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2017-2022

Table 2 Infant Population 2017-2022

Table 3 Female Population by Age 2017-2022

Table 4 Total Population by Age 2017-2022

Table 5 Households 2017-2022

Table 6 Forecast Infant Population 2022-2027

Table 7 Forecast Female Population by Age 2022-2027

Table 8 Forecast Total Population by Age 2022-2027

Table 9 Forecast Households 2022-2027

MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

SANITARY PROTECTION IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Financial pinch weighs on consumption growth despite recovering demand

Pantyliners leads growth, while tampons lags

New launches reinforce the shift towards cleaner ingredients and purpose-driven branding

PROSPECTS AND OPPORTUNITIES

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Population gain, income recovery and awareness-building underpin long-term growth
 Further innovations should fasten the function-sustainability tie, with clear value proposition
 Digital space offers opportunities for customer engagement and brand-building, yet bricks-and-mortar rules the day

CATEGORY DATA

Table 19 Retail Sales of Sanitary Protection by Category: Value 2017-2022
 Table 20 Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022
 Table 21 Retail Sales of Tampons by Application Format: % Value 2017-2022
 Table 22 NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022
 Table 23 LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022
 Table 24 Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027
 Table 25 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

NAPPIES/DIAPERS/PANTS IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Nappies/diapers sees a slight rebound, while disposable pants posts the strongest growth
 Brands continue gaining share, given recognition, innovations and segmentation strategies
 Digital sphere gains a foothold amongst shoppers for nappies/diapers

PROSPECTS AND OPPORTUNITIES

Sluggish birth rate underpins soft outlook for nappies/diapers, while lifestyle shift upends disposable pants
 Value positioning comes to the fore, while performance and sustainability features drive brand differentiation
 Digital presence becomes an integral part of channel strategy

CATEGORY DATA

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2017-2022
 Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022
 Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022
 Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022
 Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2022-2027
 Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

RETAIL ADULT INCONTINENCE IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ageing and awareness-building continue driving growth
 Household names remain top shareholders, while insurgents gain through digital channels
 Direct-to-consumer business model gains momentum

PROSPECTS AND OPPORTUNITIES

Healthy fundamentals drive incontinence market growth, with light format seeing slightly stronger momentum
 Functionality and sustainability fuel further innovation, while alternatives heed value positioning
 Discreetness and convenience will bode well for long-term e-commerce growth in retail adult incontinence

CATEGORY DATA

Table 32 Sales of Retail Adult Incontinence by Category: Value 2017-2022
 Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2017-2022
 Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2018-2022
 Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2019-2022
 Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2022-2027
 Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2022-2027

WIPES IN CANADA

KEY DATA FINDINGS

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2022 DEVELOPMENTS

Demand for home care wipes softens, with brands regaining strength

General purpose wipes witnesses demand softening, yet antibacterial/sanitising property remains in demand

Baby, intimate and moist toilet wipes sustain growth, while facial cleansing wipes posts partial recovery

PROSPECTS AND OPPORTUNITIES

Heightened cleaning routines uphold consumption of anti-virus/bacteria wipes

Where cleaning efficacy and user-friendliness meet is a sweet spot

Sustainability charges further innovations and competition

CATEGORY DATA

Table 38 Retail Sales of Wipes by Category: Value 2017-2022

Table 39 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 40 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 41 LBN Brand Shares of Retail Wipes: % Value 2019-2022

Table 42 Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 43 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

RETAIL TISSUE IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressures boost demand for private label retail tissue

Manufacturers strengthen supply chain efficiency to combat challenges and cost pressures

Performance, comfort and sustainability drive further innovations and premiumisation

PROSPECTS AND OPPORTUNITIES

Paper towels and toilet paper drive long-term category performance

Cost pressures inform further portfolio segmentation and efficiency improvements

Sustainable packaging and recyclable fibre sourcing constitute key areas for innovation

CATEGORY DATA

Table 44 Retail Sales of Tissue by Category: Value 2017-2022

Table 45 Retail Sales of Tissue by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Retail Tissue: % Value 2018-2022

Table 47 LBN Brand Shares of Retail Tissue: % Value 2019-2022

Table 48 Forecast Retail Sales of Tissue by Category: Value 2022-2027

Table 49 Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

AWAY-FROM-HOME TISSUE AND HYGIENE IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Away-from-home tissue recovers more fully as the economy reopens

Away-from-home wipers sees much weaker yet positive growth, supported by heavy usage through healthcare channel

Away-from-home adult incontinence sees slightly softened yet strong momentum, given the ageing trend and pandemic-induced hospitalisations

PROSPECTS AND OPPORTUNITIES

Paper tableware expects strongest recovery, with per capita consumption reaching pre-pandemic level towards end of forecast period

Automated cleaning technologies could dampen demand for away-from-home wipers

Ageing, income support and away-from-home care investments underpin long-term growth of away-from-home adult incontinence

CATEGORY DATA

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2017-2022

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Table 51 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2017-2022
Table 52 Sales of Away-From-Home Paper Towels by Type: % Value 2017-2022
Table 53 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2017-2022
Table 54 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2022
Table 55 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2022-2027
Table 56 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2022-2027

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