

## **Tissue and Hygiene in Chile**

Market Direction | 2023-03-07 | 48 pages | Euromonitor

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### **Report description:**

Tissue and hygiene in Chile continued to record a positive performance in 2022, supported by retail tissue and hygiene categories such as adult incontinence, sanitary protection and wipes. It should be noted that volume growth for some retail categories slowed compared to 2021, closely linked to the growth of products which recovered their sales levels due to the normalisation of activities initially disrupted by the pandemic. On the other hand, away-from-home tissue and hygiene remained a parti...

Euromonitor International's Tissue and Hygiene in Chile 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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Euromonitor International  
March 2023

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##### PROSPECTS AND OPPORTUNITIES

Political and economic uncertainty may weaken growth in near future, but retail e-commerce can be useful tool to attract consumers  
Organic and natural components will continue to attract conscious consumers

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New lifestyle trends focusing on hygiene create further development potential  
Emergence of retail e-commerce presents opportunity to massify wipes in Chile

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