

Tissue and Hygiene in China

Market Direction | 2023-03-07 | 52 pages | Euromonitor

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Report description:

In 2022, although affected by the sporadic yet frequent emergence of COVID-19 cases across nearly all parts of China, retail tissue and hygiene value sales maintained their growth momentum, as these products are necessities, thus were not much affected by the pandemic and economic downturn. Mature categories such as retail tissue and sanitary protection maintained stable growth, given their high penetration rates and stable demand. Specifically, retail tissue experienced growth in unit prices, a...

Euromonitor International's Tissue and Hygiene in China 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.

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