

## **Tissue and Hygiene in Colombia**

Market Direction | 2023-03-08 | 51 pages | Euromonitor

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### **Report description:**

Retail value sales of tissue and hygiene recorded substantial growth in value terms in 2022. The global rise in the cost of raw materials and global supply disruptions had an important role in the performance of tissue and hygiene products during the year. All categories suffered price increases, with this being a key driver of value growth in most of them. Consumers felt these increases in their pockets and many shifted to economic options offered by hard discounters.

Euromonitor International's Tissue and Hygiene in Colombia 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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##### PROSPECTS AND OPPORTUNITIES

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