

Tissue and Hygiene in Finland

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

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Report description:

In 2022, tissue and hygiene in Finland continued to emerge out from the effects of the Coronavirus (COVID-19) pandemic. Overall, the consumption of tissue and hygiene moved towards stabilisation. However, high inflation and the rising cost of raw materials, energy and production exerted upward pressure on unit prices and boosted value sales. Therefore, in some more mature categories, the difficulties in driving volume sales saw a focus on value sales.

Euromonitor International's Tissue and Hygiene in Finland 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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