

## **Tissue and Hygiene in India**

Market Direction | 2023-03-09 | 50 pages | Euromonitor

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### **Report description:**

Tissue and hygiene in India demonstrated a positive recovery from the lingering effects of the pandemic in 2022. Since the emergence of COVID-19, there has been a considerable rise in public awareness of health and cleanliness which has aided growth of the industry. However, raw material price fluctuation was observed throughout the year, resulting in marginal price increases in certain categories such as nappies/diapers/pants and sanitary protection, forcing some consumers to trade down. This i...

Euromonitor International's Tissue and Hygiene in India 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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Consumer interest is being stimulated by new product offerings  
Promotional activities and awareness initiatives focus on adolescent girls driving demand

#### PROSPECTS AND OPPORTUNITIES

Increasing GDP per capita and habit persistence to drive future growth  
Domestic brands will use innovation to attract consumers' attention  
Harmful effects associated with disposal of sanitary protection pave way for adoption of more sustainable alternatives

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Intimate wipes remains a niche but is gradually gaining in popularity

#### PROSPECTS AND OPPORTUNITIES

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