

## **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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## **Table of Contents:**

Tissue and Hygiene in India  
Euromonitor International  
March 2023

List Of Contents And Tables

### TISSUE AND HYGIENE IN INDIA

#### EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

#### MARKET INDICATORS

Table 1 Birth Rates 2017-2022  
Table 2 Infant Population 2017-2022  
Table 3 Female Population by Age 2017-2022  
Table 4 Total Population by Age 2017-2022  
Table 5 Households 2017-2022  
Table 6 Forecast Infant Population 2022-2027  
Table 7 Forecast Female Population by Age 2022-2027  
Table 8 Forecast Total Population by Age 2022-2027  
Table 9 Forecast Households 2022-2027

#### MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022  
Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022  
Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022  
Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022  
Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022  
Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022  
Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022  
Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027  
Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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#### SOURCES

Summary 1 Research Sources

### SANITARY PROTECTION IN INDIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Indian market offers further room for sanitary protection to expand  
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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## CATEGORY DATA

Table 19 Retail Sales of Sanitary Protection by Category: Value 2017-2022

Table 20 Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022

Table 21 Retail Sales of Tampons by Application Format: % Value 2017-2022

Table 22 NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 23 LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

Table 24 Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027

Table 25 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

## NAPPIES/DIAPERS/PANTS IN INDIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Financial limitations impact demand for nappies/diapers in 2022

Competition intensifies within nappies/diapers/pants

Constant pressure on players to set reasonable prices

### PROSPECTS AND OPPORTUNITIES

Increasing adoption of sustainable alternatives due to their reusable and affordable properties

Product innovation can offer wider range of options to consumers

Rising infant population and concern over sleep patterns will facilitate category growth

## CATEGORY DATA

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2017-2022

Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022

Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022

Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2022-2027

Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

## RETAIL ADULT INCONTINENCE IN INDIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Accelerated by impact of pandemic, demand for retail adult incontinence continues to grow

Nobel Hygiene retains dominance, supported by promotions and increasing awareness

Wider accessibility across diverse channels to maximise consumer reach

### PROSPECTS AND OPPORTUNITIES

Development of innovative products to elevate quality of life for older consumers to drive future growth

Targeting wider audience beyond population aged 65+

Increasing purchasing power among Indian consumers will benefit spending on discretionary items

## CATEGORY DATA

Table 32 Sales of Retail Adult Incontinence by Category: Value 2017-2022

Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2017-2022

Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2018-2022

Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2019-2022

Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2022-2027

Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2022-2027

## WIPES IN INDIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Wipes continues to record dynamic growth in line with heightened hygiene awareness

Baby care brands focus on wipes to diversify their product portfolios

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Intimate wipes remains a niche but is gradually gaining in popularity

#### PROSPECTS AND OPPORTUNITIES

Affordability and availability will boost sales over the forecast period

Safe and chemical-free claims likely to see greater demand

Further penetration of retail e-commerce likely to increase accessibility

#### CATEGORY DATA

Table 38 Retail Sales of Wipes by Category: Value 2017-2022

Table 39 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 40 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 41 LBN Brand Shares of Retail Wipes: % Value 2019-2022

Table 42 Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 43 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

#### RETAIL TISSUE IN INDIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Habit persistence drives retail tissue sales in 2022

High exposure to away-from-home channel benefits retail tissue

Supply chain disruptions and inflation continue to exert pressure on players

#### PROSPECTS AND OPPORTUNITIES

Despite discretionary nature of retail tissue, rising living standards will drive growth

Potential for private label as affordability concerns remain

Evolution of e-commerce improves accessibility to retail tissue

#### CATEGORY DATA

Table 44 Retail Sales of Tissue by Category: Value 2017-2022

Table 45 Retail Sales of Tissue by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Retail Tissue: % Value 2018-2022

Table 47 LBN Brand Shares of Retail Tissue: % Value 2019-2022

Table 48 Forecast Retail Sales of Tissue by Category: Value 2022-2027

Table 49 Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

#### AWAY-FROM-HOME TISSUE AND HYGIENE IN INDIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Changing perspectives contribute to AFH adult incontinence sales

Napkins and toilet paper remain most popular away-from-home tissue products

#### PROSPECTS AND OPPORTUNITIES

Increasing hygiene awareness to support growth over forecast period

Despite further growth, penetration in India will remain limited overall

Concerns regarding sustainability could hinder stronger potential

#### CATEGORY DATA

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2017-2022

Table 51 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 52 Sales of Away-From-Home Paper Towels by Type: % Value 2017-2022

Table 53 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2017-2022

Table 54 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2022

Table 55 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2022-2027

Table 56 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2022-2027

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