

## **Tissue and Hygiene in Indonesia**

Market Direction | 2023-03-07 | 50 pages | Euromonitor

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### **Report description:**

With the immediate threat of the COVID-19 pandemic beginning to subside, Indonesia's economy saw a strong improvement in GDP growth, from 3.7% in 2021 to 5.3% in 2022. In spite of rising inflation, consumers exhibited signs of optimism, which had a positive effect on household spending. Within tissue and hygiene products, sales were also driven by rising levels of affluence and increasingly hectic lifestyles, particularly in urban areas, where consumers were attracted to the convenience of using...

Euromonitor International's Tissue and Hygiene in Indonesia 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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Leading players focus on value-added products, with focus on odour control, coolness and eco-friendly options  
Slim, thin and ultra-thin towels see greatest uplift in demand, with pants format gaining traction

##### PROSPECTS AND OPPORTUNITIES

Healthy growth expected, supported by rising penetration in rural areas and a growing sophistication of demand in urban centres  
Slim, thin and ultra-thin towels with wings will lead growth, with a focus on value-added benefits  
Sustainability becomes a priority amid waste concerns

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Increasing segmentation within baby wipes

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