

## **Tissue and Hygiene in Ireland**

Market Direction | 2023-03-08 | 49 pages | Euromonitor

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### **Report description:**

Overall retail current value sales growth for tissue and hygiene in Ireland in 2022 was markedly faster than that recorded in 2021, as unit prices rose substantially due to a dramatic and prolonged spike in inflation fuelled by the global recovery from COVID-19 and the fallout of Russia's invasion of Ukraine. However, most product types remained reasonably affordable, and together with the fact that many are considered basic necessities, this limited the impact price hikes had on volume sales. A...

Euromonitor International's Tissue and Hygiene in Ireland 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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Euromonitor International  
March 2023

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Expansion of female population aged 12-54 will continue to drive demand  
Slim/thin/ultra-thin towels with wings set to grow fastest in volume terms  
Further gains expected for private label

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Leading baby wipes brands Pampers and Huggies face growing competition

#### PROSPECTS AND OPPORTUNITIES

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