

Tissue and Hygiene in Ireland

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

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Tissue and Hygiene in Ireland

Euromonitor International

March 2023

List Of Contents And Tables

TISSUE AND HYGIENE IN IRELAND

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

SANITARY PROTECTION IN IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Necessity status and favourable demographics ensure demand remains stable

Consumers continue to show growing preference for more eco-friendly products

Rapidly rising inflation strengthens appeal of private label lines

PROSPECTS AND OPPORTUNITIES

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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 IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Falling birth rates continue to limit volume growth potential

Disposable pants is the most dynamic category

Procter & Gamble remains the clear leader

PROSPECTS AND OPPORTUNITIES

Falling birth rates will continue to depress demand

Price increases likely to strengthen appeal of private label

Sustainability set to remain a focal point for consumers and producers

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 IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in total volume sales dips slightly but remains robust

Light adult incontinence is the fastest developing category

Private label lines continue to gain ground

PROSPECTS AND OPPORTUNITIES

Population ageing and changing societal attitudes will continue to boost demand

Adoption of new retail placement strategies should lift sales of men's products

Competition from reusable alternatives set to intensify

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 IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Use of home care wipes falls in tandem with the easing of the pandemic

Facial cleansing wipes posts the strongest growth in volume sales

Leading baby wipes brands Pampers and Huggies face growing competition

PROSPECTS AND OPPORTUNITIES

Overall demand for home care wipes set to continue declining

Facial cleansing wipes poised to remain the most dynamic category in volume terms

Baby wipes likely to gain popularity as a cheaper substitute for other product types

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 IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for toilet paper and paper towels remains buoyant despite slowing slightly

Napkins and tablecloths profit from increase in social gatherings

Steep rise in cold and flu cases bolsters recovery in facial tissues volume sales

PROSPECTS AND OPPORTUNITIES

Favourable demographic trends should support steady growth in total volume sales

Private label set to continue gaining ground

Sustainability concerns will increase interest in products made from alternative fibres

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 IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in AFH tissue volume sales slows slightly but remains robust

Reduced concern about COVID-19 tempers demand in AFH paper tableware

Essity maintains its leading position

PROSPECTS AND OPPORTUNITIES

Outlook for AFH tissue and hygiene is positive

Toilet paper and paper towels will remain by far the largest AFH tissue categories

Migration to more sustainable products will be most visible in public channel

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

Tissue and Hygiene in Ireland

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com