

Tissue and Hygiene in Israel

Market Direction | 2023-03-08 | 53 pages | Euromonitor

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Report description:

Brand owners continued to increase prices throughout 2022, as they dealt with rising costs in terms of transportation and imports, as well as raw materials, gas and electricity and, therefore, production. There was strong resistance from retailers, consumers and the government regarding price hikes, and many players had to postpone proposed increases during the year. Many major companies, such as Kimberly-Clark Israel and Sano Bruno's Enterprises, announced price increases from 1 November 2022.

Euromonitor International's Tissue and Hygiene in Israel 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.

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The leaders leverage vast sales teams and large economies of scale

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