

## **Tissue and Hygiene in Slovakia**

Market Direction | 2023-03-09 | 53 pages | Euromonitor

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### **Report description:**

In 2022, retail value sales in tissue and hygiene were high, boosted by rising inflations which led to significant price increases. As such, price points rose for all product areas within tissue and hygiene. While this positively impacted retail value growth, changing prices adapted consumers purchasing habits, and many became more conscious about their spending, focusing on deals, discounts and promotions while reducing spending on non-essentials. Therefore, tissue and hygiene products at disco...

Euromonitor International's Tissue and Hygiene in Slovakia 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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Procter & Gamble retains a healthy lead, despite competition from private label

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Product developments focus on convenience, hygiene, fit and absorption  
Eco-friendly options rise, and consumer interest in sustainability grows  
Private label set to gain ground, appealing to cost-conscious consumers

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## RX/REIMBURSEMENT ADULT INCONTINENCE IN SLOVAKIA

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Rising awareness of adult incontinence encourages consumers to obtain prescriptions

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Competition remains limited thanks to the strong positions of established players

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

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The reopening of society boosts growth in away-from-home tissue and hygiene  
Away-from-home paper towels benefit from offering a convenient, hygienic solution  
Players focus on websites to build awareness, making purchasing easy

#### PROSPECTS AND OPPORTUNITIES

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