

## Tissue and Hygiene in Slovenia

Market Direction | 2023-03-10 | 47 pages | Euromonitor

## **AVAILABLE LICENSES:**

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

## Report description:

Tissue and hygiene registered current value growth in 2022, though constant value sales fell, and volume growth was minimal. An uncertain economic environment dampened volume demand. In particular, rising prices stemming from the war in Ukraine, which led to rising fuel prices, as well as supply disruptions, negatively impacted growth.

Euromonitor International's Tissue and Hygiene in Slovenia 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.

## **Table of Contents:**

Tissue and Hygiene in Slovenia Euromonitor International March 2023

List Of Contents And Tables

TISSUE AND HYGIENE IN SLOVENIA

**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 SLOVENIA

**KEY DATA FINDINGS** 

2022 DEVELOPMENTS

Degree of trading down, as inflation bites

Procter & Gamble continues to dominate

Thinner towels with wings best performer

PROSPECTS AND OPPORTUNITIES

Minimal constant value growth over forecast period

Possible further VAT reduction over forecast period

Increasing focus on sustainability

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 NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 22 LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

Table 23 Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027

Table 24 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

NAPPIES/DIAPERS/PANTS IN SLOVENIA

**KEY DATA FINDINGS** 

2022 DEVELOPMENTS

Lower volume sales, as birth rate falls further

Procter & Gamble still leads but others are gaining value share

Disposable pants increasingly popular

PROSPECTS AND OPPORTUNITIES

Further volume decline over forecast period

Increasing sustainability concerns could dampen value sales

Private label could gain significant value share

**CATEGORY DATA** 

Table 25 Retail Sales of Nappies/Diapers/Pants by Category: Value 2017-2022

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022

Table 28 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022

Table 29 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2022-2027

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

RETAIL ADULT INCONTINENCE IN SLOVENIA

**KEY DATA FINDINGS** 

2022 DEVELOPMENTS

Healthy volume growth, as population ages

Tena brand continues to dominate

Light adult incontinence registers higher growth

PROSPECTS AND OPPORTUNITIES

Continuing volume growth over forecast period

Trading down behaviour possible

Players look for ways to minimise potential purchasing embarrassment

**CATEGORY DATA** 

Table 31 Sales of Retail Adult Incontinence by Category: Value 2017-2022

Table 32 Sales of Retail Adult Incontinence by Category: % Value Growth 2017-2022

Table 33 NBO Company Shares of Retail Adult Incontinence: % Value 2018-2022

Table 34 LBN Brand Shares of Retail Adult Incontinence: % Value 2019-2022

Table 35 Forecast Sales of Retail Adult Incontinence by Category: Value 2022-2027

Table 36 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2022-2027

RX/REIMBURSEMENT ADULT INCONTINENCE IN SLOVENIA

**KEY DATA FINDINGS** 

2022 DEVELOPMENTS

Continued value and volume growth in 2022

Public institutions averse to using more environmentally-friendly incontinence products

Potentially much larger group of people in need of incontinence products

Scotts International, EU Vat number: PL 6772247784

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

www.scotts-international.com

#### PROSPECTS AND OPPORTUNITIES

Strong growth over forecast period

Further inflation could squeeze public funding

Pandemic leads to increased health awareness

#### **CATEGORY DATA**

Table 37 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2017-2022

Table 38 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2017-2022

Table 39 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2022-2027

Table 40 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2022-2027

WIPES IN SLOVENIA

**KEY DATA FINDINGS** 

2022 DEVELOPMENTS

Degree of trading down, as inflation bites

Private label gains value share, as consumers increasingly price sensitive

Baby wipes continue to be the most popular

PROSPECTS AND OPPORTUNITIES

Minimal volume growth over forecast period.

Sustainability comes to the fore again over the forecast period

Growing interest in niche products

#### **CATEGORY DATA**

Table 41 Retail Sales of Wipes by Category: Value 2017-2022

Table 42 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 43 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 44 LBN Brand Shares of Retail Wipes: % Value 2019-2022

Table 45 Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 46 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

RETAIL TISSUE IN SLOVENIA

**KEY DATA FINDINGS** 

2022 DEVELOPMENTS

Degree of trading down, as inflation bites

Private label gains value share

Pocket handkerchiefs registers highest growth

PROSPECTS AND OPPORTUNITIES

Minimal volume growth over forecast period

Sustainability concerns may dampen volume growth

Toilet paper continues to dominate

## CATEGORY DATA

Table 47 Retail Sales of Tissue by Category: Value 2017-2022

Table 48 Retail Sales of Tissue by Category: % Value Growth 2017-2022

Table 49 NBO Company Shares of Retail Tissue: % Value 2018-2022

Table 50 LBN Brand Shares of Retail Tissue: % Value 2019-2022

Table 51 Forecast Retail Sales of Tissue by Category: Value 2022-2027

Table 52 Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

AWAY-FROM-HOME TISSUE AND HYGIENE IN SLOVENIA

**KEY DATA FINDINGS** 

2022 DEVELOPMENTS

Healthy value and volume growth in 2022

Scotts International, EU Vat number: PL 6772247784

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

www.scotts-international.com

Larger players benefit from economies of scale
AFH adult incontinence registers highest growth
PROSPECTS AND OPPORTUNITIES
Tourism drives value sales of away-from-home tissue
Increasing demand for away-from-home hygiene
Sustainability concerns dampen volume sales

**CATEGORY DATA** 

Table 53 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2017-2022

Table 54 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 55 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2017-2022

Table 56 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2022

Table 57 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value 2022-2027

Table 58 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value Growth 2022-2027



☐ - Print this form

To place an Order with Scotts International:

 $\hfill \Box$  - Complete the relevant blank fields and sign

# Tissue and Hygiene in Slovenia

Market Direction | 2023-03-10 | 47 pages | Euromonitor

ORDER FORM:						
elect license	License					Price
	Single User Li	cence				€2200.00
	Multiple User License (1 Site)					€4400.00
	Multiple User	Multiple User License (Global)				
	VAT					
					Total	
			s please contact support@ ndividuals and EU based			
** VAT will be adde mail* irst Name*						
** VAT will be adde mail* irst Name* ob title*			Phone*  Last Name*	companies who are		
** VAT will be adde mail* irst Name* ob title*			ndividuals and EU based  Phone*	companies who are		
** VAT will be adde mail* irst Name* ob title* company Name*			Phone*  Last Name*	companies who are		
			Phone*  Last Name*  EU Vat / Tax ID	companies who are		
** VAT will be adde  smail*  irst Name*  bb title*  company Name*  ddress*			Phone* Last Name*  EU Vat / Tax ID  City*	companies who are		

Scotts International. EU Vat number: PL 6772247784

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