

## **Tissue and Hygiene in Spain**

Market Direction | 2023-03-07 | 57 pages | Euromonitor

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### **Report description:**

While retail sales of tissue and hygiene registered dynamic growth in current value terms in 2022 this was largely driven by high inflation. Spain was heavily impacted by the cost-of-living crisis, rising inflation and the dramatic increase in commodity prices in 2022, with this being driven by Russia's invasion of Ukraine and the lingering impact of the COVID-19 pandemic. All these factors combined have served to drive value growth but have contributed to a decline in volume sales for many prod...

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

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Slim/thin/ultra-thin towels with wings  
Some users of tampons switching to menstrual cups

#### PROSPECTS AND OPPORTUNITIES

Sales should benefit from tax reductions designed to reduce "menstrual poverty"  
Organic cotton products are expected to gain shelf space in retail channel  
Brands and retailers look for new ways to appeal to young women

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Private label on the rise thanks to strong value proposition and wide offer

Manufacturers target younger users as the stigma of incontinence is addressed

### PROSPECTS AND OPPORTUNITIES

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Sales of AFH napkins continue their recovery, while AFH tablecloths are off the menu

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Business/ Industry channel recuperates and HORECA drives the growth for the category

**PROSPECTS AND OPPORTUNITIES**

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