

Tissue and Hygiene in the US

Market Direction | 2023-03-07 | 67 pages | Euromonitor

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Report description:

Elevated inflation heavily influenced tissue and hygiene's performance in 2022, with current value sales receiving a significant boost while volume remained under pressure. A range of supply chain crises from surging transportation and commodity costs to labour shortages forced players to ramp up prices, leading to accelerated growth in value sales in 2022 compared to 2021. Such action, on the one hand, led to a stronger performance in value sales terms versus volume sales across tissue and hygi...

Euromonitor International's Tissue and Hygiene in USA 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.

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Branding takes on a more emotion-driven, purpose-led tone

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Pursuit of holistic wellness offers growth opportunities
Growing variety of leakproof formats adds further competitive pressure

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Away-from-home tissue posts further, albeit uneven, recovery in 2022

AFH wipers merge efficacy and skin care

Stable demand for AFH adult incontinence within diversifying landscape

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