

Tissue and Hygiene in Vietnam

Market Direction | 2023-03-07 | 54 pages | Euromonitor

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Report description:

Tissue and hygiene saw continued growth during 2022. The average unit price increased, largely as a result of local tissue players still relying on imported paper powder, though price rises were not as dramatic as in some markets. The shortage of paper powder from China affected unit prices for several months, but price growth moved back a more normal pace once the supply stabilised. Inflation remained under 4% in Vietnam in 2020, while the country's GDP in 2022 reached more than 8%. Consumers h...

Euromonitor International's Tissue and Hygiene in Vietnam 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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