

Retail Tissue in Taiwan

Market Direction | 2023-03-13 | 21 pages | Euromonitor

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Report description:

In May 2022, Taiwan witnessed a second wave of COVID-19 following the first wave in May 2021. In general, retail tissue witnessed a slight decline in volume caused by stockpiling that occurred in 2021. However, there was no mandatory lockdown or prohibition from eating in restaurants during the second wave. Given that consumers started engaging in revenge domestic travel after Q2 2022, sales of kitchen towels and toilet paper slowed accordingly.

Euromonitor International's Retail Tissue in Taiwan 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: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Retail Tissue 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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Retail tissue value sales grow at a higher rate in 2022 than in the previous year due to inflationary spikes, rising costs and revenge consumption

Local company Yuen Foong Yu gains momentum due to continuous product launches in 2022

Paper towels remains the most dynamic category in retail tissue

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Retail tissue is equally characterised by international and domestic players

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