

Tissue and Hygiene in Sweden

Market Direction | 2023-03-13 | 49 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

After a relatively stable year, inflationary pressures in 2022 triggered a surge in current value sales. Russia's invasion of Ukraine led to higher electricity and fuel prices and created considerable supply chain challenges in Sweden, as in other European markets. Shortages of raw materials and packaging also contributed to inflationary pressures and pushed retail price points significantly higher. However, as the country relaxed all COVID-19 restrictions in 2022, most categories recovered or s...

Euromonitor International's Tissue and Hygiene in Sweden 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Tissue and Hygiene in Sweden
Euromonitor International
March 2023

List Of Contents And Tables

TISSUE AND HYGIENE IN SWEDEN

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers shift to price-led purchasing patterns
Reusable menstrual products raise competitive threats for sanitary protection category
Brands innovate to enhance product efficacy

PROSPECTS AND OPPORTUNITIES

Inflationary pressures to suppress volume growth
Pantyliners grow as demand for tampons dwindles
Reusable sanitary protection is a growing threat

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 Retail Sales of Tampons by Application Format: % Value 2017-2022

Table 22 NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 23 LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

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

Table 25 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

NAPPIES/DIAPERS/PANTS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Private label continues to gain share as inflation rises

Falling birth rates curb demand

Sustainability factor leads to roll out of hybrid solutions

PROSPECTS AND OPPORTUNITIES

Price will drive purchasing decisions as high inflation prevails

Dynamism to continue in disposable pants

Innovation will support category to compensate for falling birth rates

CATEGORY DATA

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

Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022

Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022

Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022

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

Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

RETAIL ADULT INCONTINENCE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation drives up average prices

Wider awareness and acceptance supports category growth

Ageing population underpins category growth

PROSPECTS AND OPPORTUNITIES

Retail growth to slow in forecast period

Essity capitalises on sustainable trend with alternative incontinence products

Work still to be done to reduce social stigma

CATEGORY DATA

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

Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2017-2022

Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2018-2022

Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2019-2022

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

Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2022-2027

RX/REIMBURSEMENT ADULT INCONTINENCE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation triggers surge in current value sales

COVID-19 pandemic has limited effect on demand patterns

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Ageing population drives demand for Rx/reimbursement adult incontinence

PROSPECTS AND OPPORTUNITIES

Economic uncertainty will encourage more incontinence sufferers towards Rx

Stigma will remain an issue for overall category

Ageing of the Swedish population will continue to drive category development

CATEGORY DATA

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

Table 39 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2017-2022

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

Table 41 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2022-2027

WIPES IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail prices rise as demand weakens

Sharp drop in demand for general purpose wipes post-pandemic

Intimate wipes resonate with consumers

PROSPECTS AND OPPORTUNITIES

Gloomy economic outlook poses threat for wipes

Sustainability concerns achieve greater prominence

Intimate wipes show strong future potential

CATEGORY DATA

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

Table 43 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 44 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 45 LBN Brand Shares of Retail Wipes: % Value 2019-2022

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

Table 47 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

RETAIL TISSUE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price inflation suppresses retail volume sales

Sustainability remains a key issue in retail tissue

Paper tableware benefits from return of social gatherings

PROSPECTS AND OPPORTUNITIES

Stable growth ahead as inflationary pressures continue

Price pressure to lead to broader product portfolios

Retail tissue to benefit from more dining in occasions

CATEGORY DATA

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

Table 49 Retail Sales of Tissue by Category: % Value Growth 2017-2022

Table 50 NBO Company Shares of Retail Tissue: % Value 2018-2022

Table 51 LBN Brand Shares of Retail Tissue: % Value 2019-2022

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

Table 53 Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

AWAY-FROM-HOME TISSUE AND HYGIENE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Strong AFH recovery as out-of-home lifestyles resume

AFH paper towels see robust growth to meet needs of hygiene-conscious consumers

Inflation triggers higher unit prices

PROSPECTS AND OPPORTUNITIES

Hygiene awareness supports development of AFH category

Gloomy economic outlook to stifle growth potential

Long-lasting workplace changes

CATEGORY DATA

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

Table 55 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 56 Sales of Away-From-Home Paper Towels by Type: % Value 2017-2022

Table 57 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2017-2022

Table 58 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2022

Table 59 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2022-2027

Table 60 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Tissue and Hygiene in Sweden

Market Direction | 2023-03-13 | 49 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-23
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com