

## **Tissue and Hygiene in Switzerland**

Market Direction | 2023-03-13 | 50 pages | Euromonitor

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### **Report description:**

In 2022, the tissue and hygiene industry experienced modest sales growth in both value and volume terms. This growth can generally be attributed to the gradual return of consumers to pre-pandemic behaviours, where people are spending more time outside their homes. This led to a sustained demand for away-from-home (AFH) tissue and hygiene products, which recorded higher value sales than before the pandemic. However, many consumers are still limiting outings and activities, thus retail tissue prod...

Euromonitor International's Tissue and Hygiene in Switzerland 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2023

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## AWAY-FROM-HOME TISSUE AND HYGIENE IN SWITZERLAND

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