

## **Tissue and Hygiene in Taiwan**

Market Direction | 2023-03-13 | 51 pages | Euromonitor

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### **Report description:**

Tissue and hygiene registered healthier value growth in 2022 compared to the previous year. The main underlying reasons can be attributed to a further loosening up of pandemic prevention policies in Taiwan especially after Q2 2022, rising raw material and logistics costs, and continuing growing inflationary pressure. Premiumisation kept bolstering overall value growth even throughout the pandemic. However, considering the shrinking consumer bases caused by lowering birth rates and stockpiling is...

Euromonitor International's Tissue and Hygiene 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: 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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##### PROSPECTS AND OPPORTUNITIES

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International brands continue to characterise sanitary protection in Taiwan  
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category, Farcent

Moist toilet wipes maintains highest growth rate in wipes in 2022

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