

## **Tissue and Hygiene in Tanzania**

Market Direction | 2023-03-13 | 36 pages | Euromonitor

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### **Report description:**

In 2022, tissues and hygiene continues to register growth however, the category is being impacted by inflation which is seeing lower-income consumers trade down to lower-priced products. Nonetheless, the industry continues to benefit from the health awareness raised as a result of the COVID-19 pandemic. In general, consumers are becoming more demanding as the pace of life accelerates, although demand for tissue and hygiene remains limited to affluent urban consumers. In rural areas and among poo...

Euromonitor International's Tissue and Hygiene in Tanzania 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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