

## **Away-From-Home Tissue and Hygiene in Germany**

Market Direction | 2023-03-23 | 20 pages | Euromonitor

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### **Report description:**

As 2021's economic recovery fell short of expectations, due to extended lockdowns which lasted for almost the entire first half of the year, 2022 finally brought a generalised return to normalcy and travel for German consumers. The horeca channel was one of the most affected during the pandemic, as lockdowns forced many establishments to temporarily and, in some cases, permanently close. Also, as consumers spent more time at home and shifted to working from home, sales of away-from-home tissue a...

Euromonitor International's Away-from-Home Tissue and Hygiene in Germany 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 Hygiene, Away-from-Home Tissue.

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

### **Why buy this report?**

- \* Get a detailed picture of the Away-from-Home 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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