

## **Tissue and Hygiene in Cambodia**

Market Direction | 2023-03-22 | 39 pages | Euromonitor

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### **Report description:**

Despite many Cambodians living in rural areas, with limited access to sanitation and tissue and hygiene products, initiatives by the government and NGOs are raising awareness of menstrual health and infant care. Urbanisation and rising incomes are also continuing to support demand for these products. With COVID-19 fears subsiding in 2022 the economy has reopened boosting sales of retail tissue and hygiene, while home delivery services and e-commerce continued to gather pace.

Euromonitor International's Tissue and Hygiene in Cambodia 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.

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