

Tissue and Hygiene in Ghana

Market Direction | 2023-03-22 | 43 pages | Euromonitor

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Report description:

In 2022 demand for tissue and hygiene products had resumed pre-pandemic norms. Products that benefited from the pandemic started to slow while those that were negatively affected started to recover. The market remains driven and influenced by increased education and awareness, price, and the growing number of brands across all categories. Due to inflationary pressures the unit prices of tissue and hygiene products rose significantly, though this was tempered somewhat by increased competition.

Euromonitor International's Tissue and Hygiene in Ghana 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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