

Tissue and Hygiene in Italy

Market Direction | 2023-03-07 | 61 pages | Euromonitor

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Report description:

Sales of tissue and hygiene products in Italy were strongly impacted by the increasing cost of raw materials, energy, and labour in 2022 as the country was hit by elevated inflation in the wake of Russia's invasion of Ukraine. Furthermore, supply chain disruptions led to difficulties in components reaching manufacturers at the beginning of the year. The summer holidays were instrumental as they allowed manufacturers the opportunity to take a break in production, allowing them the opportunity to...

Euromonitor International's Tissue and Hygiene in Italy 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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AWAY-FROM-HOME TISSUE AND HYGIENE IN ITALY

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KEY DATA FINDINGS

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Players focus on sustainability and e-commerce to grow their businesses

Summer learning activities boost demand while the horeca channel posts a strong recovery

Smart working reduces use of AFH paper in offices

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