

## **Tissue and Hygiene in the Netherlands**

Market Direction | 2023-03-08 | 53 pages | Euromonitor

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### **Report description:**

Tissue and hygiene experienced positive value sales growth in 2022 due to high inflation. Volume sales were however down slightly as consumers turned to more sustainable solutions such as reusable tissue and hygiene products. Inflation in the Netherlands increased to high levels in the second half of the year prompting consumers to be cautious, choosing to forgo some products, look for bargains and visit more channels for the purpose of price comparison.

Euromonitor International's Tissue and Hygiene in Netherlands 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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