

## **Tissue and Hygiene in Myanmar**

Market Direction | 2023-03-28 | 39 pages | Euromonitor

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### **Report description:**

Tissue and hygiene saw dynamic growth in current value terms in 2022, but this was largely driven by high inflation and the depreciation of the local currency exchange rate with volume growth being more stable. Households became more price sensitive amidst declining purchasing power, and many switched to low-cost alternatives or bought value-for-money bulk packs to save money. On the plus side, sales benefited from increased mobility and a rise in away-from-home sales.

Euromonitor International's Tissue and Hygiene in Myanmar 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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