

Tissue and Hygiene in Sri Lanka

Market Direction | 2023-03-28 | 46 pages | Euromonitor

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Report description:

The industry saw fluctuating demand and supply, mainly due to the economic crisis, with heavy import restrictions pertaining to the US dollar shortage. Tissue and hygiene products are considered essential in Sri Lanka. However, shortages of imported raw materials meant companies could not satisfy demand at times. Thus, consumers switched to cheaper alternatives like reusable cloths. Affordability and availability drove sales, and discounted products saw high volume sales regardless of quality.

Euromonitor International's Tissue and Hygiene in Sri Lanka 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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