

## **Retail Tissue in Pakistan**

Market Direction | 2023-06-28 | 19 pages | Euromonitor

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### **Report description:**

Having seen a drop in retail volume sales in 2021, following spikes in 2020 due to the positive impact of Coronavirus (COVID-19) on retail tissue, all categories returned to strong growth in 2022. This performance was supported by strong population growth and the urbanisation trend in the country. This saw more people move to urban centres and become more aware of Western-style products. These were affordable for some consumers because of higher disposable incomes, in line with more stable jobs...

Euromonitor International's Retail Tissue in Pakistan 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: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Retail Tissue 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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## Table of Contents:

Retail Tissue in Pakistan  
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List Of Contents And Tables

### RETAIL TISSUE IN PAKISTAN

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Healthy growth on the back of strong demographic trends

Packages Ltd leads domestic domination of retail tissue

A move away from traditional ways of living fosters demand in 2022

#### PROSPECTS AND OPPORTUNITIES

Greater exposure to modern living trends to stimulate a need for retail tissue

Western-style flushable toilets boost the use of toilet paper while boxed facial tissues enjoy an upmarket image

The competitive landscape is unlikely to see any major shifts

#### CATEGORY DATA

Table 1 Retail Sales of Tissue by Category: Value 2017-2022

Table 2 Retail Sales of Tissue by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Retail Tissue: % Value 2018-2022

Table 4 LBN Brand Shares of Retail Tissue: % Value 2019-2022

Table 5 Forecast Retail Sales of Tissue by Category: Value 2022-2027

Table 6 Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

### TISSUE AND HYGIENE IN PAKISTAN

#### EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

#### MARKET INDICATORS

Table 7 Birth Rates 2017-2022

Table 8 Infant Population 2017-2022

Table 9 Female Population by Age 2017-2022

Table 10 Total Population by Age 2017-2022

Table 11 Households 2017-2022

Table 12 Forecast Infant Population 2022-2027

Table 13 Forecast Female Population by Age 2022-2027

Table 14 Forecast Total Population by Age 2022-2027

Table 15 Forecast Households 2022-2027

#### MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 20 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

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Table 21 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 22 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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