

Competitor Strategies in Tissue and Hygiene

Global Strategy | 2023-12-19 | 51 pages | Euromonitor

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Report description:

Tissue and hygiene players face a challenging environment of tighter consumer spending. Volume declines and softness are recurring themes that are forcing market players to reassess their priorities. Those banking on premiumisation, the blurring wellness trend, digitalisation, inclusivity and sustainability, while diversifying their business portfolios with adjacencies and efficiency in mind, will be best positioned in such a volatile environment.

Euromonitor International's Competitor Strategies in Tissue and Hygiene global briefing offers an insight into to the size and shape of the tissue and hygiene market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within tissue and hygiene, analyses leading companies and brands, assesses the importance of private label and offers strategic analysis of major factors influencing the market - be they new product developments, economic/lifestyle/environmental influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

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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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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