

Tissue and Hygiene in Colombia

Market Direction | 2024-02-28 | 51 pages | Euromonitor

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Report description:

In 2023, tissue and hygiene products in Colombia continued to face price hikes above the inflation rate. While high prices led to positive retail value growth, this placed pressure on retail volume sales. Economic uncertainty affected consumers' purchasing habits, with many trading down to more affordable brands or private label goods. Despite witnessing a deceleration in growth rates, hygiene products maintained positive numbers in retail volume sales. This growth was due to the essential natur...

Euromonitor International's Tissue and Hygiene in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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PROSPECTS AND OPPORTUNITIES

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