

## **Tissue and Hygiene in Hong Kong, China**

Market Direction | 2024-02-29 | 49 pages | Euromonitor

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### **Report description:**

The overall tissue and hygiene market showed stronger signs of recovery in 2023. The Hong Kong government began gradually relaxing the COVID-19-related social restrictions in early 2023. By March 2023, Hong Kong had fully reopened, with the lifting of all restrictions. The resurgence in tourism has played a pivotal role in boosting sales in the away-from-home sector, with hotels, restaurants and cafes expanding their local presence. Conversely, domestic at-home tissue and hygiene consumption has...

Euromonitor International's Tissue and Hygiene in Hong Kong, China 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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