

## **Tissue and Hygiene in Lebanon**

Market Direction | 2024-02-28 | 46 pages | Euromonitor

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### **Report description:**

Demand remained under huge pressure across tissue and hygiene in 2023 as negative population growth fuelled by high emigration and low consumer spending due to the ongoing socioeconomic crisis underpinned a generally negative volume sales performance. However, many tissue and hygiene products are still seen as the essential, while the ageing of the population supported sales in adult incontinence. AFH tissue sales via the horeca channel meanwhile benefited from high levels of inbound tourism.

Euromonitor International's Tissue and Hygiene in Lebanon 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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reliable information resources to help drive informed strategic planning.

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