

Retail Tissue in France

Market Direction | 2024-03-05 | 23 pages | Euromonitor

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Report description:

Retail tissue in France saw a slight dip in overall volume sales in 2023, resulting from ongoing economic pressure on consumers. Over 2022 and 2023, local consumers shifted towards more budget-friendly solutions, with prices lower in products that require smaller quantities of paper pulp - such as those with shorter roll lengths, thinner paper, fewer leaves, and so on. Higher-value products lost traction as consumers opted for budget brands, private label alternatives and discounters' offerings,...

Euromonitor International's Retail Tissue in France 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: 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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Greener choices lose some relevance when money is tight

Private label rises rapidly in retail tissue

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