

Retail Tissue in Italy

Market Direction | 2024-03-07 | 24 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Value sales in retail tissue were supported by inflationary pressures surrounding the paper industry in Italy in 2023. The paper industry is highly energy intensive, including in terms of water volumes used, thus costs have skyrocket for manufacturers in light of global geopolitical and inflationary challenges. Indeed, it is noted that, during 2022, many plants saw patterns of stop-and-go production, with periods of closure when the costs of energy were too high to warrant production. Whilst the...

Euromonitor International's Retail Tissue in Italy 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Retail Tissue in Italy
Euromonitor International
March 2024

List Of Contents And Tables

RETAIL TISSUE IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

High production costs reverberate into unit price hikes, with domestic and private label brands popular

Sustainability trends influence retail tissue

Seasonal viruses and off-season allergies prove positive for facial tissues

PROSPECTS AND OPPORTUNITIES

Ongoing sustainability efforts will create challenges as well as opportunities

Retail paper towels would benefit further from innovation and modernisation

Kits present an option for more convenient purchases

CATEGORY DATA

Table 1 Retail Sales of Tissue by Category: Value 2018-2023

Table 2 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 5 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 6 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

TISSUE AND HYGIENE IN ITALY

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Retail Tissue in Italy

Market Direction | 2024-03-07 | 24 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-12
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com