

## **Retail Tissue in Kenya**

Market Direction | 2024-03-07 | 20 pages | Euromonitor

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### **Report description:**

In 2023, retail tissue in Kenya witnessed a significant slowdown in volume growth as rising prices of toilet paper weakened consumption. High inflation and pressures on household budgets created a challenging environment for the toilet paper category, especially in the premium segment. The rising global price of pulp combined with lower domestic production has tripled the cost of tissue paper in Kenya. Tissue prices have more than doubled, with a pack of 10 toilet rolls rising to an average of K...

Euromonitor International's Retail Tissue in Kenya 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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