

## **Retail Tissue in the Netherlands**

Market Direction | 2024-03-07 | 21 pages | Euromonitor

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### **Report description:**

In 2023, retail value sales of retail tissue in the Netherlands experienced solid growth. However, declining disposable incomes are leading some consumers to decrease their usage of toilet paper. Adjustments in their purchasing behaviour have included more private label purchases. This is also being driven by more frequent and deeper discounts in private label sold through supermarkets and hypermarkets. While private label discounts are not common in toilet paper, they were seen to a much greater extent in other categories.

Euromonitor International's Retail Tissue in Netherlands 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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Euromonitor International  
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Price increase driven by high energy costs

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