

## **Tissue and Hygiene in Egypt**

Market Direction | 2024-03-05 | 45 pages | Euromonitor

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### **Report description:**

Despite facing complex economic challenges, tissue and hygiene in Egypt demonstrated resilience during 2023, maintaining growth and expansion. Consumers exhibited heightened price sensitivity, with the cost playing a significant role in their purchasing decisions. This increased sensitivity underscored the growing importance of affordability and value in consumer preferences. Moreover, the workforce landscape witnessed notable shifts, with an increasing number of women entering the workforce and...

Euromonitor International's Tissue and Hygiene in Egypt 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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Euromonitor International  
March 2024

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## 2023 DEVELOPMENTS

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