

Tissue and Hygiene in South Korea

Market Direction | 2024-03-06 | 49 pages | Euromonitor

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Report description:

Tissue and hygiene navigated a complex landscape in South Korea in 2023, shaped by key macro variables. Inflation, which was a global phenomenon, strongly impacted the industry. Rising raw materials costs squeezed profit margins and forced manufacturers to pass on price increases to consumers. With this being a key issue, even after COVID-19 the demand for some tissue and hygiene products had yet to recover as expected in 2023. Coupled with a declining birth rate, this presented a challenge for...

Euromonitor International's Tissue and Hygiene in South Korea 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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