

Tissue and Hygiene in the Netherlands

Market Direction | 2024-03-07 | 57 pages | Euromonitor

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Report description:

Tissue and hygiene struggled to grow in volume terms in 2023, with many threats on the horizon. This included high price increases, dampening demand, as well as threats from non-disposable categories in menstrual care and hygiene but increasingly in tissue as well.

Euromonitor International's Tissue and Hygiene 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: 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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Fewer hormonal contraceptives boost demand for standard towels

Growing demand for reusable products puts negative pressure on category growth

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