

Away-From-Home Tissue and Hygiene in the Philippines

Market Direction | 2024-03-14 | 20 pages | Euromonitor

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Report description:

AFH tissue and hygiene on the Philippines enjoyed positive growth in current value terms in 2023, continuing the trend of the previous year. As consumers returned to their familiar pre-pandemic lifestyles, establishments including offices, hotels, restaurants, shopping malls, airports and other public venues saw an increase in footfall, which amplified the need for readily available tissue products to ensure hygiene and cleanliness in these settings. Indeed, despite the waning of the pandemic,...

Euromonitor International's Away-from-Home Tissue and Hygiene in Philippines 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 Hygiene, Away-from-Home Tissue.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Away-from-Home 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.

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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Table of Contents:

Away-From-Home Tissue and Hygiene in the Philippines

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List Of Contents And Tables

AWAY-FROM-HOME TISSUE AND HYGIENE IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heightened focus on hygiene, coupled with return to pre-pandemic lifestyles, drives growth of AFH tissue products

Growth in the demand for AFH adult incontinence products, in line with ageing of the population

SCPA and Kimberly-Clark continue to serve their corporate clients with a wide range of quality AFH products

PROSPECTS AND OPPORTUNITIES

Growth of AFH toilet paper is anticipated to remain stable in the coming years, although inflationary pressures will continue to have an impact on company strategies

Sustainability will become more important consideration

Contactless tissue dispensers could gain traction in commercial settings, due to a heightened focus on hygiene

CATEGORY DATA

Table 1 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 2 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 3 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 4 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 5 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 6 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 7 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

TISSUE AND HYGIENE IN THE PHILIPPINES

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 8 Birth Rates 2018-2023

Table 9 Infant Population 2018-2023

Table 10 Female Population by Age 2018-2023

Table 11 Total Population by Age 2018-2023

Table 12 Households 2018-2023

Table 13 Forecast Infant Population 2023-2028

Table 14 Forecast Female Population by Age 2023-2028

Table 15 Forecast Total Population by Age 2023-2028

Table 16 Forecast Households 2023-2028

MARKET DATA

Table 17 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 18 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 19 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

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Table 20 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 21 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 22 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 23 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 25 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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