

## **Tissue and Hygiene in Kuwait**

Market Direction | 2024-03-15 | 35 pages | Euromonitor

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### **Report description:**

In 2023, tissue and hygiene is witnessing a shift towards higher quality products over cheaper alternatives, benefiting various categories. Growing awareness of reproductive health and baby care is driving demand for sanitary care and nappies/diapers/pants. The introduction of VAT has increased prices for household goods, impacting purchasing power. Consequently, consumers are seeking cost-saving measures, gravitating towards attractive price promotions and bulk offers. This dynamic landscape re...

Euromonitor International's Tissue and Hygiene in Kuwait 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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