

Tissue and Hygiene in Peru

Market Direction | 2024-03-11 | 49 pages | Euromonitor

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Report description:

In 2023, the tissue and hygiene landscape in Peru registered positive retail value growth, while retail volume results were challenged by ongoing inflation. The increase in the prices of supplies, packaging and transportation has been a key challenge for competitors. As such, players on the landscape have made tactical decisions to help retain profit margins, including price promotions and shrinkflation; reducing units per packaging without lowering the price point.

Euromonitor International's Tissue and Hygiene in Peru 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.

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:

Tissue and Hygiene in Peru

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List Of Contents And Tables

TISSUE AND HYGIENE IN PERU

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

Key trends in 2023

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2018-2023

Table 2 Infant Population 2018-2023

Table 3 Female Population by Age 2018-2023

Table 4 Total Population by Age 2018-2023

Table 5 Households 2018-2023

Table 6 Forecast Infant Population 2023-2028

Table 7 Forecast Female Population by Age 2023-2028

Table 8 Forecast Total Population by Age 2023-2028

Table 9 Forecast Households 2023-2028

MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standard towels grow marginally in retail volume as price points rise

Night towels drive growth as awareness and interest among consumers rises

Kimberly Clark launches the first pantyliner with a pH indicator

PROSPECTS AND OPPORTUNITIES

Awareness of eco-friendly options is increasing, however, growth will be minimal

Pricing and marketing remain key strategies for players in sanitary towels

Pantyliners continue to grow, while tampons remain a niche product

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CATEGORY DATA

- Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023
- Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023
- Table 21 Retail Sales of Tampons by Application Format: % Value 2018-2023
- Table 22 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023
- Table 23 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023
- Table 24 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028
- Table 25 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sales recover as rising birth rates and out-of-home activities drive retail volume growth
- Private label grows as consumers trade down during a time of rising price points
- Brands attract first-time mothers to drive retail value growth

PROSPECTS AND OPPORTUNITIES

- Sustainability is slow to grow as players look to educate consumers on eco-attributes
- Competitors focus on innovation to add value while birth rates decline
- Product innovations focus on absorption and skin care benefits

CATEGORY DATA

- Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023
- Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023
- Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023
- Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023
- Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028
- Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

RETAIL ADULT INCONTINENCE IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Rising awareness of adult incontinence goods drives growth in 2023
- Price is a key factor in the purchasing decisions of retail adult incontinence goods
- Pharmacies lead sales as doctors and pharmacists recommend products to consumers

PROSPECTS AND OPPORTUNITIES

- Communication efforts by brands aid ongoing growth across the forecast period
- Players target active adults to drive sales and increase the consumer base
- Brands focus on attracting new users to build a base of loyal consumers

CATEGORY DATA

- Table 32 Sales of Retail Adult Incontinence by Category: Value 2018-2023
- Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023
- Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023
- Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023
- Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028
- Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

WIPES IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Low prices become the norm, challenging retail value growth of wipes
- Small personal wipes lose relevance as the offer of baby wipes continues to grow

High levels of competition between brands, with a rising entry of smaller players

PROSPECTS AND OPPORTUNITIES

Economic brands gain further ground across the early forecast period

Wipes continue to grow as penetration improves

Cross-selling is a key marketing strategy to boost sales in wipes

CATEGORY DATA

Table 38 Retail Sales of Wipes by Category: Value 2018-2023

Table 39 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 41 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 42 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 43 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players become more competitive, reducing price points to attract consumers

Retail volume sales of paper towels decline, considered unessential during price hikes

Paracas gains ground through low prices, while Elite Triple Hoja offers a premium option

PROSPECTS AND OPPORTUNITIES

Private label set to gain ground as consumers focus on affordable essentials

Discounters and Cash & Carry stores post strong growth over the early forecast period

Improving penetration and effective marketing strategies drive growth

CATEGORY DATA

Table 44 Retail Sales of Tissue by Category: Value 2018-2023

Table 45 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 47 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 48 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 49 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN PERU

KEY DATA FINDINGS

2023 DEVELOPMENTS

Away-from-home tissue and hygiene grows as consumers return to foodservice

Material costs drop in 2023, allowing competitors to gain higher margins

Distribution is a key factor as smaller players turn to retailing channels

PROSPECTS AND OPPORTUNITIES

New shopping centres open in Peru, driving sales on the AFH landscape

Low price points will limit competition in AFH tissue

AFH adult incontinence shows strong opportunity for growth

CATEGORY DATA

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 51 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 52 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 53 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 54 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 55 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 56 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

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