

## **Tissue and Hygiene in Poland**

Market Direction | 2024-03-11 | 50 pages | Euromonitor

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### **Report description:**

In 2023, the tissue and hygiene landscape in Poland recorded positive, double-digit retail value growth, driven by rising price points. As such, while value sales were high, retail volume was challenged in areas viewed as unessential, including tablecloths, window/glass and deodorant wipes. While a decline in the birth rate further challenged retail volume sales of nappies/diapers/pants, the ageing population bolstered demand for retail adult incontinence goods.

Euromonitor International's Tissue and Hygiene in Poland 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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Seni remains the leading brand, however, share is lost to smaller players

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New pricing for Rx/reimbursement adult incontinence is put into effect

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#### AWAY-FROM-HOME TISSUE AND HYGIENE IN POLAND

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Local tourism and new product developments drive value sales in away-from-home tissue

Hospitals and the public sector focus on price above quality

Tork invests in new product developments to drive sales following COVID-19

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