

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.

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 Poland
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List Of Contents And Tables

TISSUE AND HYGIENE IN POLAND

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 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

DISCLAIMER

SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive demographic trends drive sales, as the audience for menstrual care grows
Tampons gain ground as standard towels without wings face challenges
Product development focuses on natural ingredients to align with rising trends

PROSPECTS AND OPPORTUNITIES

Players implement strategies to retain consumers across the early forecast period
Sustainable attributes rise as consumers demand eco-friendly goods
Consumers consider standard towels without wings as being inconvenient

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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 POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

The declining birth rate challenges retail volume sales of nappies/diapers/pants

Ongoing price rises impacts consumer purchasing behaviour in 2023

Jeronimo Martins targets a wide range of consumers, boosting sales in 2023

PROSPECTS AND OPPORTUNITIES

The decline in births challenges sales across the forecast period

Growing interest in natural materials shapes product innovations on the landscape

Delayed potty training benefits sales of nappies/diapers/pants in Poland

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 POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

The ageing population supports sales of adult retail incontinence goods in 2023

Price-sensitive consumers opt for cheaper options, such as light products and menstrual care

Seni remains the leading brand, however, share is lost to smaller players

PROSPECTS AND OPPORTUNITIES

The ongoing ageing population creates solid growth opportunities for menstrual care

High prices continue to shape buying habits as sanitary towels challenge sales

Retail adult incontinence to attract new players, including private label

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

RX/REIMBURSEMENT ADULT INCONTINENCE IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive results driven by the large population and ageing demographic

Women are more likely to suffer from incontinence at a younger age

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

PROSPECTS AND OPPORTUNITIES

Demographic trends create ongoing opportunities for Rx reimbursement goods

The rising interest in reimbursement schemes drive ongoing growth

Technological advancements and product developments shape the landscape

CATEGORY DATA

Table 38 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2018-2023

Table 39 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2018-2023

Table 40 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2023-2028

Table 41 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2023-2028

WIPES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

General purpose and moist toilet wipes drive retail volume growth

Baby wipes and deodorant wipes lose ground as consumers choose alternative products

Procter & Gamble retains its lead as Pampers continues to gain share

PROSPECTS AND OPPORTUNITIES

General purpose wipes will continue to drive growth on the landscape

Growing awareness of sustainability to shape product innovations

Non-essential wipes decline as consumers look to alternative methods

CATEGORY DATA

Table 42 Retail Sales of Wipes by Category: Value 2018-2023

Table 43 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 44 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 45 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 46 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 47 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth as many retail tissue products are considered essential

Discounters increase in popularity, offering affordable price points to consumers

Velvet Care retains the lead despite strong competition from Jeronimo Martins

PROSPECTS AND OPPORTUNITIES

Positive retail volume sales driven by population growth

A focus on essential items leads to challenges for tablecloths

Product developments focus on comfort, absorption and fragrance

CATEGORY DATA

Table 48 Retail Sales of Tissue by Category: Value 2018-2023

Table 49 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 51 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 52 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 53 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

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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

PROSPECTS AND OPPORTUNITIES

Price concerns across the early forecast period will shape AFH volume sales

Ongoing growth in AFH adult incontinence, driven by the ageing population

Sustainability shapes trends on the AFH tissue and hygiene landscape

CATEGORY DATA

Table 54 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 55 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 56 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 57 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 58 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 59 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 60 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

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