

## **Tissue and Hygiene in Spain**

Market Direction | 2024-03-11 | 59 pages | Euromonitor

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### **Report description:**

2023 was marked by considerable challenges with regard to the raw materials required for tissue and hygiene products. Dramatic fluctuations in cellulose prices alongside general inflation led to rising costs for most players which they were forced to pass onto the consumer. The combination of these factors contributed to a negative impact on the recovery of demand for retail and away-from-home tissue. Despite inflation rates stabilising as 2023 progressed volume sales in many categories remained...

Euromonitor International's Tissue and Hygiene in Spain 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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### KEY DATA FINDINGS

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