

## **Retail Tissue in South Africa**

Market Direction | 2024-03-20 | 21 pages | Euromonitor

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### **Report description:**

The average unit price of toilet paper in South Africa continued to rise in 2023, with inflation affecting transport, fuel and production costs. Inflation also impacted consumers' disposable incomes, and thus retailers' shelves were stacked with fewer 3-ply offerings due to lower demand. Channels also extended their discounts to their rewards programmes. The benefit of this strategy encouraged Dis-Chem to launch its rewards programme in 2023. The demand for discounted prices, in addition to cred...

Euromonitor International's Retail Tissue in South Africa 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: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Retail Tissue 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:

Retail Tissue in South Africa  
Euromonitor International  
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List Of Contents And Tables

### RETAIL TISSUE IN SOUTH AFRICA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers choose affordable toilet paper options in inflationary environment

Retail tissue faces challenges in production, contributing to higher unit prices

Larger paper towels gain share as consumers look to save money

#### PROSPECTS AND OPPORTUNITIES

Paper towels to witness growth over forecast period, but high absorption is key

Private label to gain ground in retailers, while leading players will benefit from greater visibility

Virgin pulp starts to gain traction in retail tissue production

#### CATEGORY DATA

Table 1 Retail Sales of Tissue by Category: Value 2018-2023

Table 2 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 5 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 6 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

### TISSUE AND HYGIENE IN SOUTH AFRICA

#### 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 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

#### MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

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Table 21 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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