

## **Retail Tissue in Vietnam**

Market Direction | 2024-03-18 | 23 pages | Euromonitor

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### **Report description:**

A greater focus on hygiene and improving living standards continued to drive strong and stable growth for retail tissue in Vietnam in both value and volume terms. Whereas in the past most people in rural areas of Vietnam were used toilet paper for all purposes around the home, in recent years they have started to invest in purpose-specific products such as napkins and facial tissues. This coupled with urbanisation and expanding distribution have been other key factors in the growth and developme...

Euromonitor International's Retail Tissue in Vietnam 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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Euromonitor International  
March 2024

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