

Retail Tissue in India

Market Direction | 2024-05-07 | 21 pages | Euromonitor

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Report description:

In 2023, retail tissue continued to experience double-digit retail volume and current value growth in India, on the basis of changing hygiene practices, increasing consumer awareness, and habit persistence. Traditionally, cloth rags and fabric were often used in Indian households for cleaning needs. However, during the pandemic, with increased scrutiny on hygiene and cleanliness, people looked to retail tissue products alongside surface care products as an option for domestic cleaning that provi...

Euromonitor International's Retail Tissue in India 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 India
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List Of Contents And Tables

RETAIL TISSUE IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail tissue continues to benefit from evolving hygiene practices and habit persistence

Boxed facial tissues and paper towels remain the fastest growing categories in the Indian market

Continued growth in the share of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Growing awareness and rising standard of living to drive steady growth in the forecast period

Environmental concerns regarding retail tissue products will continue to limit growth

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 INDIA

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

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

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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

Retail Tissue in India

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