

Tissue and Hygiene in India

Market Direction | 2024-05-07 | 50 pages | Euromonitor

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Report description:

Tissue and hygiene in India continued its positive trajectory in volume and current value terms in 2023, with growth for both retail and away-from-home (AFH) tissue and hygiene. In most categories, volume growth slowed slightly compared with 2022. This was in part due to the economic conditions and inflationary pressures, which forced consumers to trade down and divert spending from discretionary products to essentials. This is because tissue and hygiene products are regarded as discretionary pu...

Euromonitor International's Tissue and Hygiene 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: 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 India
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List Of Contents And Tables

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 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

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SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Menstrual care witnesses further dynamic growth, driven by regular users and rising hygiene awareness
Procter & Gamble continues to lead menstrual care
Menstrual hygiene awareness initiatives and government schemes help expand the consumer base and drive demand

PROSPECTS AND OPPORTUNITIES

Menstrual care has strong growth potential in the forecast period
Offline retailers to remain a major channel of distribution, while retail e-commerce is on the rise
More brands expected to offer natural and organic menstrual care products

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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 INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Nappies/diapers/pants registers steady growth in 2023

Competition intensifies amongst the top two players

Price competition increases in the review period

PROSPECTS AND OPPORTUNITIES

Demographic and macroeconomic factors will continue to support growth for nappies/diapers/pants

Demand for reusable and organic alternatives will continue to grow

E-commerce to become a major distribution channel for sales of nappies/diapers/pants

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 INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong but slowing growth for retail adult incontinence in value terms

Nobel Hygiene maintains its dominant position through the launch of innovations

PROSPECTS AND OPPORTUNITIES

Steady growth expected in the forecast period on account of growing penetration

Offline retail to remain the major distribution channel, while retail e-commerce will continue to gain share

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

WIPES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for wipes continues to rise steeply post-pandemic

Baby wipes remains the biggest category

The Himalaya Drug Co continues to lead wipes through its dominance of baby wipes

PROSPECTS AND OPPORTUNITIES

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Strong growth expected due to macroeconomic factors

Chemical-free, eco-friendly wipes to gain traction in the forecast period

Online distribution channels set to continue to gain popularity on account of convenience

CATEGORY DATA

Table 38 Retail Sales of Wipes by Category: Value 2018-2023

Table 39 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 41 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 42 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 43 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

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 44 Retail Sales of Tissue by Category: Value 2018-2023

Table 45 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 47 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 48 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 49 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

AFH hygiene witnesses strong growth in 2023

Demand for AFH tissue experiences robust growth as domestic travel and out-of-home activities rise

AFH napkins and AFH toilet paper remain the key contributors to sales

PROSPECTS AND OPPORTUNITIES

AFH tissue will continue to benefit from increased hygiene awareness and the return to pre-pandemic lifestyles

Low price and quality to remain the most important considerations for AFH tissue and hygiene

Move towards sustainable and environmentally friendly habits could impact growth

CATEGORY DATA

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 51 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 52 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 53 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 54 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 55 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 56 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

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