

## **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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##### 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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