

## **Tissue and Hygiene in Middle East and Africa**

Global Strategy | 2024-05-29 | 47 pages | Euromonitor

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### **Report description:**

Although sales slipped into decline in some markets (eg Algeria, Nigeria), the Middle East and Africa tissue and hygiene market continued to record positive growth in real value terms at a regional level in 2023. Inflation remained a problem in this year, as did devaluations of the local currencies in some countries. However, increased hygiene awareness, expanding populations and more women entering the workforce were among the drivers of positive growth moving into the forecast period.

Euromonitor International's Tissue and Hygiene in Middle East and Africa global briefing offers an insight into to the size and shape of the tissue and hygiene market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within tissue and hygiene, analyses leading companies and brands, assesses the importance of private label and offers strategic analysis of major factors influencing the market - be they new product developments, economic/lifestyle/environmental influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

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.

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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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