

Assessing AFH Prospects Amid B2B Dynamics and Lifestyle Shifts

Global Strategy | 2024-12-13 | 33 pages | Euromonitor

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Report description:

AFH tissue is tracking an uneven path towards a new norm, amid cost and supply challenges. Socioeconomic-led market prospects, B2B environment and consumer lifestyle trends will collectively shape future AFH demand and innovations. By weighing, comparing and contextualising these demand drivers across a set of key AFH markets, the report examines country-specific nuances to help AFH businesses across value chain spot growth pockets, prioritise resources and navigate path to purchase.

Euromonitor International's Assessing AFH Prospects Amid B2B Dynamics and Lifestyle Shifts 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

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Table of Contents:

Executive summary

Introduction

Unlocking unmet potential

Consumer lifestyles alignment

Channel targeting with a connected mindset

Conclusion

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