

Retail Tissue in India

March 2023

Table of Contents

Retail Tissue in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Habit persistence drives retail tissue sales in 2022

High exposure to away-from-home channel benefits retail tissue

Supply chain disruptions and inflation continue to exert pressure on players

PROSPECTS AND OPPORTUNITIES

Despite discretionary nature of retail tissue, rising living standards will drive growth

Potential for private label as affordability concerns remain

Evolution of e-commerce improves accessibility to retail tissue

CATEGORY DATA

- Table 1 Retail Sales of Tissue by Category: Value 2017-2022
- Table 2 Retail Sales of Tissue by Category: % Value Growth 2017-2022
- Table 3 NBO Company Shares of Retail Tissue: % Value 2018-2022
- Table 4 LBN Brand Shares of Retail Tissue: % Value 2019-2022
- Table 5 Forecast Retail Sales of Tissue by Category: Value 2022-2027
- Table 6 Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

Tissue and Hygiene in India - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 Birth Rates 2017-2022
- Table 8 Infant Population 2017-2022
- Table 9 Female Population by Age 2017-2022
- Table 10 Total Population by Age 2017-2022
- Table 11 Households 2017-2022
- Table 12 Forecast Infant Population 2022-2027
- Table 13 Forecast Female Population by Age 2022-2027
- Table 14 Forecast Total Population by Age 2022-2027
- Table 15 Forecast Households 2022-2027

MARKET DATA

- Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2017-2022
- Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022
- Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022
- Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022
- Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022
- Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022
- Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022
- Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027
- Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-tissue-in-india/report.