

Tissue and Hygiene in Sri Lanka

March 2024

Table of Contents

Tissue and Hygiene in Sri Lanka

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for tissue and hygiene?

Chart 1 - Tissue and Hygiene: Supermarket (1)

Chart 2 - Tissue and Hygiene: Supermarket (2)

Chart 3 - Tissue and Hygiene: Supermarket (3)

Chart 4 - Tissue and Hygiene: Supermarket (4)

MARKET DATA

- Table 1 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
- Table 2 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
- Table 4 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
- Table 5 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
- Table 6 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
- Table 7 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
- Table 8 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
- Table 9 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

MENSTRUAL CARE

2023 Developments

Prospects and Opportunities

Category Data

- Table 10 Retail Sales of Menstrual Care by Category: Value 2018-2023
- Table 11 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023
- Table 13 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023
- Table 14 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028
- Table 15 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS

2023 Developments

Prospects and Opportunities

Category Data

- Table 16 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023
- Table 17 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023
- Table 18 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023
- Table 19 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023
- Table 20 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028
- Table 21 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

ADULT INCONTINENCE

2023 Developments

Prospects and Opportunities

Category Data

- Table 22 Sales of Retail Adult Incontinence by Category: Value 2018-2023
- Table 23 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

- Table 24 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023
- Table 25 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023
- Table 26 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028
- Table 27 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

WIPES

2023 Developments

Prospects and Opportunities

Category Data

- Table 28 Retail Sales of Wipes by Category: Value 2018-2023
- Table 29 Retail Sales of Wipes by Category: % Value Growth 2018-2023
- Table 30 NBO Company Shares of Retail Wipes: % Value 2019-2023
- Table 31 LBN Brand Shares of Retail Wipes: % Value 2020-2023
- Table 32 Forecast Retail Sales of Wipes by Category: Value 2023-2028
- Table 33 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE

2023 Developments

Prospects and Opportunities

Category Data

- Table 34 Retail Sales of Tissue by Category: Value 2018-2023
- Table 35 Retail Sales of Tissue by Category: % Value Growth 2018-2023
- Table 36 NBO Company Shares of Retail Tissue: % Value 2019-2023
- Table 37 LBN Brand Shares of Retail Tissue: % Value 2020-2023
- Table 38 Forecast Retail Sales of Tissue by Category: Value 2023-2028
- Table 39 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE

2023 Developments

Prospects and Opportunities

Category Data

- Table 40 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023
- Table 41 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023
- Table 42 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023
- Table 43 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023
- Table 44 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028
- Table 45 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

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/tissue-and-hygiene-in-sri-lanka/report.