

# Retail Tissue in Sweden

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Price inflation suppresses retail volume sales
- Sustainability remains a key issue in retail tissue
- Paper tableware benefits from the return of social gatherings

PROSPECTS AND OPPORTUNITIES

- Economic challenges in the form of an ongoing high inflationary context stimulate ongoing cost-saving measures among consumers
- Sustainability shapes innovation and the direction of growth
- Private label characterised by transformation and segmentation between low cost and premium lines

CATEGORY DATA

- Table 1 - Retail Sales of Tissue by Category: Value 2018-2023
- Table 2 - Retail Sales of Tissue by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Retail Tissue: % Value 2019-2023
- Table 4 - LBN Brand Shares of Retail Tissue: % Value 2020-2023
- Table 5 - Forecast Retail Sales of Tissue by Category: Value 2023-2028
- Table 6 - Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

Tissue and Hygiene in Sweden - Industry Overview

EXECUTIVE SUMMARY

- Tissue and hygiene in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 - Birth Rates 2018-2023
- Table 8 - Infant Population 2018-2023
- Table 9 - Female Population by Age 2018-2023
- Table 10 - Total Population by Age 2018-2023
- Table 11 - Households 2018-2023
- Table 12 - Forecast Infant Population 2023-2028
- Table 13 - Forecast Female Population by Age 2023-2028
- Table 14 - Forecast Total Population by Age 2023-2028
- Table 15 - Forecast Households 2023-2028

MARKET DATA

- Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
- Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
- Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
- Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
- Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
- Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
- Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### 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 focussing 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-sweden/report](http://www.euromonitor.com/retail-tissue-in-sweden/report).