

Voice of the Industry: Tissue and Hygiene

March 2021

Table of Contents

INTRODUCTION

Scope

Voice of the Industry: Tissue and Hygiene snapshot

KEY TRENDS IMPACTING THE INDUSTRY

Transportation and supply shortages top short-term agenda

COVID-19 bolstered interest in private label and affordability

Affordability stays, ethical brands gain further post-COVID-19

SALES FORECASTS

Spike in growth in early 2020, levelling off towards the end of 2020

SHIFTS IN CONSUMER BEHAVIOUR

E-commerce and discount retail gain in COVID-19 environment

Consumer tissue is regarded as essential by consumers

INDUSTRY INNOVATIONS

Ethical brand remain influential

The Cheeky Panda continues to grow during the pandemic

Neiwai disrupts disposable sanitary protection with reusables

ABOUT VOICE OF THE INDUSTRY

About Euromonitor International's Voice of the Industry survey series

Respondents

About Euromonitor International

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