



Euromonitor
International

Retail Tissue and Hygiene: Half-Year Update H1 2023

September 2023

INTRODUCTION

Scope

About this briefing

Key findings

H1 TISSUE AND HYGIENE UPDATE

Pricing actions amidst high inflation are driving nominal value growth

Largest nominal value upgrades seen in Latin America and Western Europe

While input costs are moderating, their elevated level keeps tissue and hygiene prices up

Energy prices stabilise but supply risks may extend inflation in especially Europe and Asia

Prices continue to grow in early 2023 for retail tissue and hygiene across most markets

The many drivers of inflation within retail tissue and hygiene

Elevated pricing pressure causes slight downgrade to real value and volume momentum

Volume downgrades most notable in Chinese nappies/diapers due largely to structural shift

China's slowdown and deflation risk challenge near-term consumer demand

Retail tissue strategies: Major tissue companies are upholding margin priority over volume

Paper towels' pricing dynamics by top players

A renewed focus on "value" is needed to address concerns regarding rising costs

Value and simplicity lead strategic thinking in retail tissue

Retail hygiene strategies: Corporate sentiments reflect focus on value creation

Baby nappies/diapers' pricing dynamics by top players

A renewed focus on "value" is needed to address concerns regarding rising costs

Endeavours to tackle period poverty and stigma form another pillar of value building

Clean ingredients, sustainability and digital transformation will highly impact hygiene future

Sustainability emerges as a cost-cutting strategy amid inflationary pressures

Surging investment in overlooked areas amid product development decline

Product development hit by reluctance to pay premium for sustainability

Simple actions to unlock accessible sustainability now

EcoSoul: Making household essentials affordable to all

Growth decomposition: Fundamentals and habit stickiness underpin tissue and hygiene resilience

Updated H1 forecast for retail tissue and hygiene: H1 2023 update vs scenarios

H1 2023 MACROECONOMIC UPDATE

Global baseline outlook: Optimism increases amidst weak and fragile growth environment

Global inflation slowdown comes with increasingly diverging trends between key economies

Real GDP annual growth forecasts and revisions from last quarter (1/2)

Real GDP annual growth forecasts and revisions from last quarter (2/2)

ABOUT OUR INDUSTRY FORECAST MODEL

Tissue and Hygiene system update schedule

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-tissue-and-hygiene-half-year-update-h1-2023/report.