

Retail Tissue in Argentina

March 2025

Table of Contents

Retail Tissue in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value and multifunctionality are key priorities for cost-conscious consumers in 2024

Softys and private label players hold strong positions within retail tissue

Hypermarkets remain the most popular channel despite losing share to small local grocers

PROSPECTS AND OPPORTUNITIES

The versatility of paper towels will support ongoing growth and sales across the forecast period

Retail e-commerce provides a convenient solution for bulk ordering

Innovation that focus on sustainability will need to remain affordable

CATEGORY DATA

Table 1 - Retail Sales of Tissue by Category: Value 2019-2024

Table 2 - Retail Sales of Tissue by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Retail Tissue: % Value 2020-2024

Table 4 - LBN Brand Shares of Retail Tissue: % Value 2021-2024

Table 5 - Forecast Retail Sales of Tissue by Category: Value 2024-2029

Table 6 - Forecast Retail Sales of Tissue by Category: % Value Growth 2024-2029

Tissue and Hygiene in Argentina - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2019-2024

Table 8 - Infant Population 2019-2024

Table 9 - Female Population by Age 2019-2024

Table 10 - Total Population by Age 2019-2024

Table 11 - Households 2019-2024

Table 12 - Forecast Infant Population 2024-2029

Table 13 - Forecast Female Population by Age 2024-2029

Table 14 - Forecast Total Population by Age 2024-2029

Table 15 - Forecast Households 2024-2029

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024

Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024

Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024

Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

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-argentina/report.