



Euromonitor
International

Retail Tissue in New Zealand

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

A unit price slowdown sees value growth remain stable despite an uplift in volume sales
Asaleo Care Ltd continues to lead while private label offerings gain ground
Supermarkets remain the leading channel while recording the strongest performance

PROSPECTS AND OPPORTUNITIES

Economic recovery is set to support value growth rates over the forecast period
Technological advancements and sustainability trends should drive growth for retail e-commerce
Sustainability is expected to influence ongoing innovation, boosting value growth

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 New Zealand - 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

SOURCES

Summary 1 - Research Sources

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