

Tissue and Hygiene: Quarterly Statement Q4 2021

November 2021

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Scope Key findings

Q4 2021 TISSUE AND HYGIENE UPDATE

Updated quarterly forecast for tissue: Baseline versus quarterly update All scenarios look positive in 2021, most for 2022 and beyond Largest upgrades/downgrades for retail tissue Hard and soft driver effects in the tissue-focused forecast model Updated quarterly forecast for retail hygiene: Baseline versus quarterly update Q4 path appears most likely for retail hygiene Largest upgrades/downgrades for retail hygiene Hard and soft driver effects in the hygiene-focused forecast model COP this EU Commission rules Soft drinks and hard problems Sustainability and product position in Western Europe Wipes Sanpro Nappies/diapers Two observations Pricing and choice Purpose-led brands A glimpse into the future Last but not least, COVID-19

Q4 2021 MACROECONOMIC UPDATE

Delta variant and supply constraints temper economic recovery Forecast risks remain tilted to the downside Real GDP annual growth forecasts and revisions from last quarter, AE Real GDP annual growth forecasts and revisions from last quarter, EMDE

ABOUT OUR INDUSTRY FORECAST MODEL

Euromonitor International and COVID-19: forecasts and analysis Tissue and hygiene data and research timeline

About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tissue-and-hygiene-quarterly-statement-q4-2021/report.