

Household Paper Products - UK - February 2012

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“While toilet tissue and kitchen towels have enjoyed recent increases in value sales driven by innovation and higher prices, the value of facial tissues market declined in 2011. Facial tissues compete with too many alternatives for blowing/wiping noses, so brands need to communicate more strongly the health and personal care benefits of using tissues, including among men who are significantly less likely to carry tissues with them.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- How can brands drive value growth in toilet tissue sales?
- What is the likely future shape of the kitchen towels market?
- Why are facial tissues facing a big challenge to increase sales?
- Are there limits to how much consumers can be persuaded trade up?
- Why are environmental issues such a low priority to consumers?

Definition

The UK household paper products market comprises three basic product types:

- toilet tissue
- kitchen towels
- facial tissues.

Moistened or scent-impregnated varieties of toilet and facial tissues are included, as are recycled versions of all three varieties.

Paper napkins/serviettes are not included in market sizes but are included under new product launches (Mintel GNPD) and consumer research on household paper products.

Excluded

Other kitchen cleaning and wiping products such as dishcloths are excluded, as are specialised products for specific use, such as baby wipes.

Sales of paper products for use on industrial and commercial premises are also excluded.

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