

Household Paper Products - China - January 2014

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“Learning from product innovation in both domestic and overseas household paper markets could help household paper companies to effectively identify gaps in the market and turn unmet needs into concrete business profits.”

– Jade Liu – Senior Research Analyst

This report looks at the following areas:

- What is the current state of the household paper product market in China and what are the trends, and drivers and barriers to growth?
- Who are the key companies in the industry and what are their strengths and areas of opportunities?
- What are consumers' behaviour and attitudes towards facial tissues, toilet paper and kitchen towels?
- How can product innovation with superior features and types help to invigorate growth in the toilet paper segment?
- Why are emotional benefits important in entrenching brand loyalty amid fierce market competition?
- How do specialized functional benefits and new usage occasions/purposes for kitchen towels mark new opportunities for product trial and greater usage?

The household paper products market has experienced strong growth over the past five years, and in particular the facial tissue and kitchen towels segments. The growth momentum is expected to continue, supported by rising disposable income, rapid urbanization and the emerging middle class putting more emphasis on personal hygiene. In addition, external regulation from the Government and the expansion of modern trade channels also provide opportunities for growth, with market leaders embarking on capacity expansion in anticipation of rising demand.

Future business opportunities lie in new product innovation focusing on superior functional benefits and new product formats to invigorate growth. Personalized emotional elements help to shape more memorable brands, while new usage occasions and purposes open up the door for product trial and greater usage.

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