

Household Paper Products - US - March 2019

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While household paper brands have introduced meaningful innovation over the past year, consumers see the category as an opportunity to reduce the cost of living. They increasingly believe that store brands are as good as name brands and that in most cases, premium innovations are not worth the extra cost.

**Jamie Rosenberg, Senior Global Analyst,
Household & Personal Care**

This report looks at the following areas:

- The mature market presents a growth dilemma
- Private labels are winning share from brands
- Facial tissue and napkins are being cannibalized by toilet paper and paper towels

While the high-penetration toilet paper and paper towel categories have been stable, consumers more and more believe that facial tissue and napkins are outmoded.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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