



Retail Tissue in Costa Rica

March 2024

Table of Contents

Retail Tissue in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers look for savings without compromising on quality
Innovation in paper towels attracts higher-income consumers to the landscape
Absorbency claims flood the shelves of paper towels to drive sales

PROSPECTS AND OPPORTUNITIES

Private label could continue to grow and diversify its product offering
Growth for facial tissue and tableware as new brands enter the landscape
Premium toilet paper under threat as consumers trade down

CATEGORY DATA

Table 1 - Retail Sales of Tissue by Category: Value 2018-2023
Table 2 - Retail Sales of Tissue by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Retail Tissue: % Value 2019-2023
Table 4 - LBN Brand Shares of Retail Tissue: % Value 2020-2023
Table 5 - Forecast Retail Sales of Tissue by Category: Value 2023-2028
Table 6 - Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

Tissue and Hygiene in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2018-2023
Table 8 - Infant Population 2018-2023
Table 9 - Female Population by Age 2018-2023
Table 10 - Total Population by Age 2018-2023
Table 11 - Households 2018-2023
Table 12 - Forecast Infant Population 2023-2028
Table 13 - Forecast Female Population by Age 2023-2028
Table 14 - Forecast Total Population by Age 2023-2028
Table 15 - Forecast Households 2023-2028

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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