

Household Paper Products - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“While a budget-conscious mindset among household paper product purchasers has kept sales growth in check, opportunities exist for brands and retailers to offer value in the form of superior quality, added benefits, and new use occasions.”

– John Owen, Senior Household Analyst

This report looks at the following areas:

- Leveraging new use occasions and partnerships to drive super-premium
- Private label potential
- Who says you can't take it with you?
- Cleaning up with push-and-wipe cleaners

The household paper products market experienced almost no growth in 2014 and has increased by only 6% over the last five years. However, while getting the best value is as important as ever to budget-conscious category shoppers, national brands and retailers have an opportunity to grow sales by redefining value through improved quality, added features, and new use occasions.

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DID YOU KNOW?

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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Sanitary Supply Wholesaling Association (SSWA)

Manufacturers Representatives of America, Inc. (MRA)

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