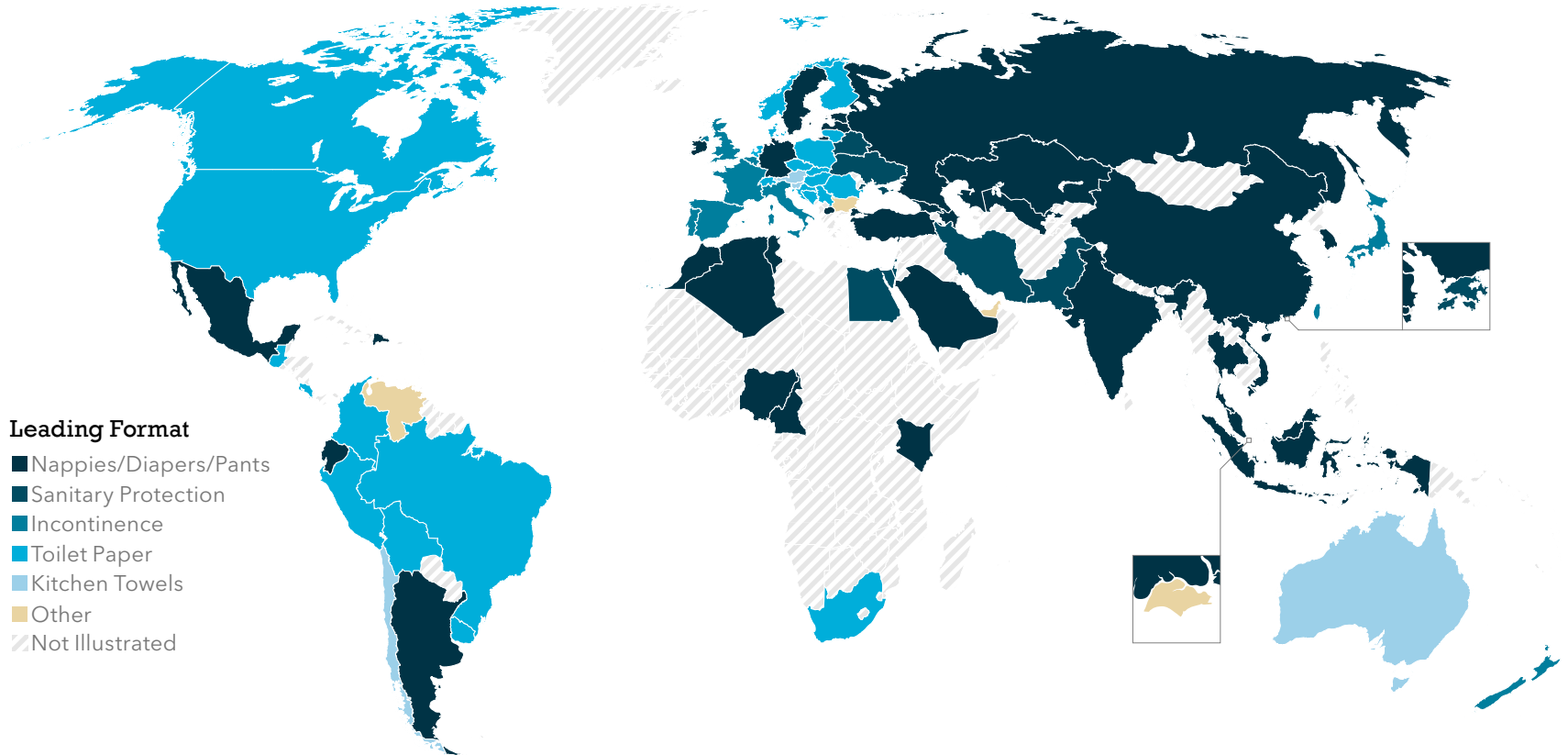




2013–2018 Incremental Value Growth in Tissue & Hygiene



Leading Format

- Nappies/Diapers/Pants
- Sanitary Protection
- Incontinence
- Toilet Paper
- Kitchen Towels
- Other
- Not Illustrated

Nappies/Diapers/Pants

The category will remain the key generator to global growth adding a further US\$22 billion by 2018. Surprisingly, developed countries, such as Germany, are seeing relatively high growth. Negative volume growth can be offset by consumers trading up to pull-up pants.

Toilet Paper

Apart from strong volume growth in developing countries, the category benefits from consumers beginning to trade up. With the global economy seemingly recovering, private label sales in mature markets appear to have reached a ceiling. Also, wet toilet tissue is gaining momentum.

Incontinence

Despite a large 65+ population in some emerging markets such as China, growth will predominantly be driven by developed markets with disposable incomes of US\$10,000+. The key to higher category growth will be raising product awareness and normalising consumption.