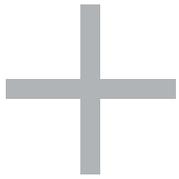




Hygiene Market Trends

FIVE CONSUMER NEEDS THAT DRIVE CHANGE



Consumer expectations of the hygiene products they choose are continually changing. Features evolve, impacting product designs, performance, and your choice of materials. Satisfying—let alone anticipating—these market shifts can be a challenge for manufacturers of all sizes.

Bostik experts have identified five main consumer needs driving trends in the baby care, adult incontinence, and period care market segments. Learn how comfort, confidence, consistency, cost, and convenience impact the absorbent hygiene market ... and what you need to know to stay competitive in the industry.

WHAT: An informational session led by a Bostik hygiene market trends expert

WHERE: Your facility or via video conferencing

INCLUDES:

- High-level discussion of the five main consumer needs
- Insights on how the five Cs drive market trends and influence consumer buying behaviours
- Consideration of their impact on new and emerging market trends

Contact Bostik for availability and associated costs.

LEGAL NOTICE

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VALUE BEYOND THE ADHESIVE

Create value for your consumers; improve profitability; deliver greater consumer confidence; support the use of new features

Adhesive solutions by **ARKEMA**