



Euromonitor
International

Away-From-Home Tissue and Hygiene in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth in AFH tissue driven by quality expectations and policy changes
- Despite growth, shifting preferences in long-term care hinder growth for AFH adult incontinence
- Innovative moves by established tissue players to restructure activity

PROSPECTS AND OPPORTUNITIES

- Comfort will lead innovation in AFH incontinence, and return-to-work and global warming to drive growth for AFH boxed facial tissues
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Tissue and Hygiene in the US - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-home-tissue-and-hygiene-in-the-us/report.