



Away-From-Home Tissue and Hygiene in Hungary

March 2024

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Away-From-Home Tissue and Hygiene in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low level retail volume growth as price points rise in AFH tissue and hygiene
Sustainability gains ground in AFH tissue, as companies look for eco-friendly options
Tork from Essity retains its strong position, offering premium quality

PROSPECTS AND OPPORTUNITIES

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AFH tissue sales will be driven by eco-friendly options and product innovations
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Tissue and Hygiene in Hungary - Industry Overview

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DISCLAIMER

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