



Away-From-Home Tissue and Hygiene in India

May 2024

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

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2023 DEVELOPMENTS

AFH hygiene witnesses strong growth in 2023

Demand for AFH tissue experiences robust growth as domestic travel and out-of-home activities rise

AFH napkins and AFH toilet paper remain the key contributors to sales

PROSPECTS AND OPPORTUNITIES

AFH tissue will continue to benefit from increased hygiene awareness and the return to pre-pandemic lifestyles

Low price and quality to remain the most important considerations for AFH tissue and hygiene

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