

Away-From-Home Tissue and Hygiene in Ireland

March 2025

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate value growth linked to recovery in post-pandemic lifestyles AFH hygiene sales increase at steady pace AFH suppliers prioritise sustainability

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Hygiene standards will fuel demand for durable retail tissue products Technology will leverage greater efficiencies Product development to focus on cost savings

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Tissue and Hygiene in Ireland - Industry Overview

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