



# Away-From-Home Tissue and Hygiene in Austria

March 2024

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## Away-From-Home Tissue and Hygiene in Austria - Category analysis

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#### 2023 DEVELOPMENTS

Inflationary pressures lead manufacturers to increase their prices  
Return of celebrations in foodservice establishments boosts sales  
Players focus on more sustainable solutions

#### PROSPECTS AND OPPORTUNITIES

Continued growth expected, supported by return to busy lifestyles  
Away-from-home toilet paper will generate largest share of value sales  
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