



Euromonitor
International

Away-From-Home Tissue and Hygiene in Saudi Arabia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- AFH tissue and hygiene sees rapid rises in 2024
- Adult incontinence sales benefit from rising awareness and ageing population
- Innovation in AFH tissue and hygiene

PROSPECTS AND OPPORTUNITIES

- Strong growth forecast for AFH tissue and hygiene in Saudi Arabia
- Rise of e-commerce to support demand
- Smart tech and sustainability come into sharper focus

CATEGORY DATA

- Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024
- Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2019-2024
- Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024
- Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024
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- Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Tissue and Hygiene in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

- Tissue and hygiene in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
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MARKET INDICATORS

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- Table 9 - Infant Population 2019-2024
- Table 10 - Female Population by Age 2019-2024
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- Table 12 - Households 2019-2024
- Table 13 - Forecast Infant Population 2024-2029
- Table 14 - Forecast Female Population by Age 2024-2029
- Table 15 - Forecast Total Population by Age 2024-2029
- Table 16 - Forecast Households 2024-2029

MARKET DATA

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- Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
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- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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