



Euromonitor  
International

# Away-From-Home Tissue and Hygiene in Australia

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Travel's recovery and major events drive sales of away-from-home tissue
- Growth for AFH adult incontinence amid demographic shift and institutional demand
- New ESP policy to drive sustainable procurement for AFH channels

PROSPECTS AND OPPORTUNITIES

- Further growth expected for away-from-home tissue and hygiene, with AFH adult incontinence a strong performer
- Digital procurement and automation to help shape AFH supplies in Australia
- ESG reporting and the future of away-from-home tissue and hygiene in Australia

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
- Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029
- Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Tissue and Hygiene in Australia - Industry Overview

EXECUTIVE SUMMARY

- Tissue and hygiene in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for tissue and hygiene?

MARKET INDICATORS

- Table 8 - Birth Rates 2019-2024
- Table 9 - Infant Population 2019-2024
- Table 10 - Female Population by Age 2019-2024
- Table 11 - Total Population by Age 2019-2024
- 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
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MARKET DATA

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- Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
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- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
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## SOURCES

### Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/away-from-home-tissue-and-hygiene-in-australia/report](http://www.euromonitor.com/away-from-home-tissue-and-hygiene-in-australia/report).