



Euromonitor
International

Tissue and Hygiene in the US

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Growth in AFH tissue driven by quality expectations and policy changes
Despite growth, shifting preferences in long-term care hinder growth for AFH adult incontinence
Innovative moves by established tissue players to restructure activity

PROSPECTS AND OPPORTUNITIES

Comfort will lead innovation in AFH incontinence, and return-to-work and global warming to drive growth for AFH boxed facial tissues
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Moderate/heavy adult incontinence products in pull-up format are most desired, and brands expand colours and sizes

Retail e-commerce gains traction as crowdsourcing and expert feedback streamline the path to purchase

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Ongoing financial uncertainty makes cost reduction and supply optimisation key business priorities

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Reusable formats bring variety, although are unlikely to overtake disposable products

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Updated guidelines for women's preventative health include annual incontinence screening

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