



# Away-From-Home Tissue and Hygiene in the Philippines

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Heightened focus on hygiene, coupled with return to pre-pandemic lifestyles, drives growth of AFH tissue products  
Growth in the demand for AFH adult incontinence products, in line with ageing of the population  
SCPA and Kimberly-Clark continue to serve their corporate clients with a wide range of quality AFH products

### PROSPECTS AND OPPORTUNITIES

Growth of AFH toilet paper is anticipated to remain stable in the coming years, although inflationary pressures will continue to have an impact on company strategies  
Sustainability will become more important consideration  
Contactless tissue dispensers could gain traction in commercial settings, due to a heightened focus on hygiene

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