



Away-From-Home Tissue and Hygiene in Sweden

March 2024

Table of Contents

Away-From-Home Tissue and Hygiene in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher unit prices seen given the ongoing inflationary context

Rebound for away from home tissue and hygiene as consumer priorities shift from the home to away-from-home

Hygiene focus maintained in the aftermath of the pandemic

PROSPECTS AND OPPORTUNITIES

Uncertain outlook as inflation reduces consumer spending in AFH outlets

Basic need to socialise provides a boost to slowing sales of AFH tissue and hygiene over the forecast period

Use of technology expands over the forecast period through digitalisation

CATEGORY DATA

Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

Tissue and Hygiene in Sweden - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 8 - Birth Rates 2018-2023

Table 9 - Infant Population 2018-2023

Table 10 - Female Population by Age 2018-2023

Table 11 - Total Population by Age 2018-2023

Table 12 - Households 2018-2023

Table 13 - Forecast Infant Population 2023-2028

Table 14 - Forecast Female Population by Age 2023-2028

Table 15 - Forecast Total Population by Age 2023-2028

Table 16 - Forecast Households 2023-2028

MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-home-tissue-and-hygiene-in-sweden/report.