



# Away-From-Home Tissue and Hygiene in Vietnam

March 2024

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## Away-From-Home Tissue and Hygiene in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Away-from-home sales benefiting from the growth and development of tourism in Vietnam  
Improvement in public health amenities boosts sales of AFH hygiene  
Local brands face stronger competition from larger players as consumers become more discerning

#### PROSPECTS AND OPPORTUNITIES

Tourism and ageing population set to be the main drivers of growth in AFH tissue and hygiene  
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