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Away-From-Home Tissue and Hygiene in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Pricing pressures grow as brands compete with cost-effective options
- Rising demand for AFH adult incontinence from healthcare
- Sustainability concerns increasingly influence product development

PROSPECTS AND OPPORTUNITIES

- AFH boxed facial tissues set to remain a large and dynamic category
- E-commerce platforms are set to expand their share in away-from-home tissue
- Innovation will emphasise thinner, highly absorbent tissues

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
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Tissue and Hygiene in the United Arab Emirates - 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

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- 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
- Table 16 - Forecast Households 2024-2029

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
- Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
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- Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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