



Euromonitor
International

Away-From-Home Tissue and Hygiene in Costa Rica

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Toilet paper demand boosted by the recovery of tourism and stable inflation
- Ageing of population supports sales of AFH adult incontinence
- Kimberly-Clark Professional dominates with its strong brand recognition

PROSPECTS AND OPPORTUNITIES

- Post-pandemic recovery and government investment in tourism will drive growth
- Kimberly-Clark to strengthen its position with new distribution centre
- Premiumisation expected to increase

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 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024
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- Table 6 - Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Tissue and Hygiene in Costa Rica - 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 8 - Infant Population 2019-2024
- Table 9 - Female Population by Age 2019-2024
- Table 10 - Total Population by Age 2019-2024
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- Table 15 - Forecast Households 2024-2029

MARKET DATA

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- Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
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- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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