



# Away-From-Home Tissue and Hygiene in Latvia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Away-from-home toilet paper accounts for the bulk of retail value sales
- An ageing population supports demand growth for away-from-home adult incontinence
- Intense price competition limits pace of innovation

PROSPECTS AND OPPORTUNITIES

- Away-from-home toilet paper will continue to underperform
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Tissue and Hygiene in Latvia - Industry Overview

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