



Euromonitor
International

Away-From-Home Tissue and Hygiene in North Macedonia

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for AFH tissue and hygiene in 2024 thanks to investments and post-pandemic hygiene awareness
Ageing demographic drives growth in AFH adult incontinence
Cost, safety and sustainability concerns drive innovation

PROSPECTS AND OPPORTUNITIES

Demographic trends will be offset by increased expenditure and investment
On-the-go consumption and e-commerce set to drive growth
Efficiency and efficacy will drive innovation in the years ahead

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
- Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024
- Table 5 - Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value 2024-2029
- Table 6 - Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Tissue and Hygiene in North Macedonia - 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

- Table 7 - Birth Rates 2019-2024
- Table 8 - Infant Population 2019-2024
- Table 9 - Female Population by Age 2019-2024
- Table 10 - Total Population by Age 2019-2024
- Table 11 - Households 2019-2024
- Table 12 - Forecast Infant Population 2024-2029
- Table 13 - Forecast Female Population by Age 2024-2029
- Table 14 - Forecast Total Population by Age 2024-2029
- Table 15 - Forecast Households 2024-2029

MARKET DATA

- Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- 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
- Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

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-north-macedonia/report.