

Away-From-Home Tissue and Hygiene in Poland

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Away-From-Home Tissue and Hygiene in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local tourism and new product developments drive value sales in away-from-home tissue Hospitals and the public sector focus on price above quality Tork invests in new product developments to drive sales following COVID-19

PROSPECTS AND OPPORTUNITIES

Price concerns across the early forecast period will shape AFH volume sales Ongoing growth in AFH adult incontinence, driven by the ageing population Sustainability shapes trends on the AFH tissue and hygiene landscape

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