

Away-From-Home Tissue and Hygiene in Saudi Arabia

March 2024

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Away-From-Home Tissue and Hygiene in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive economic, social and cultural factors spur development and growth in AFH tissue AFH tissue and hygiene focuses on sustainable initiatives in accordance with Saudi Arabia's Vision 2030 Segmentation and other key trends remain robust

PROSPECTS AND OPPORTUNITIES

Strong development opportunities lie ahead Horeca is well placed to remain the strongest AFH channel Further moves towards sustainability anticipated in the forecast period

CATEGORY DATA

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