

# Away-From-Home Tissue and Hygiene in Ukraine

March 2024

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## Away-From-Home Tissue and Hygiene in Ukraine - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

#### Growth in AFH adult incontinence

Demand for AFH paper towels supported by heightened emphasis on hygiene, while reopening of public facilities boosts AFH napkins Toilet paper for AFH use is a necessity in public facilities

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New domains demand for AFH boxed facial tissues AFH tablecloths set to stagnate Ageing population to support demand for AFH adult incontinence

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