

# Away-From-Home Tissue and Hygiene in Turkey

March 2024

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

## **KEY DATA FINDINGS**

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Positive volume growth for away-from-home tissue

Away-from-home adult incontinence products benefit from ageing population

Increase in unit prices of away-from-home tissue and hygiene products

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Stimulated away-from-home tissue sales with the rise of on-trade and retail establishments Positive impact on away-from-home hygiene sales from ageing population and urbanisation Rising competition among away-from-home producers

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