

Away-From-Home Tissue and Hygiene in Peru

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Away-from-home tissue and hygiene grows as consumers return to foodservice Material costs drop in 2023, allowing competitors to gain higher margins Distribution is a key factor as smaller players turn to retailing channels

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New shopping centres open in Peru, driving sales on the AFH landscape Low price points will limit competition in AFH tissue AFH adult incontinence shows strong opportunity for growth

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