

# Away-From-Home Tissue and Hygiene in Mexico

April 2024

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

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#### 2023 DEVELOPMENTS

Strong horeca growth benefits away-from-home sales  
Seeking better prices remains the key motivation for customers  
Little room for competition: Key players retain their shares

#### PROSPECTS AND OPPORTUNITIES

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Innovation and sustainability will remain in the background  
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