



Away-From-Home Tissue and Hygiene in Slovakia

March 2023

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Away-From-Home Tissue and Hygiene in Slovakia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

The reopening of society boosts growth in away-from-home tissue and hygiene
Away-from-home paper towels benefit from offering a convenient, hygienic solution
Players focus on websites to build awareness, making purchasing easy

PROSPECTS AND OPPORTUNITIES

Weak volume growth, however, AFH boxed facial tissues benefit from design innovations
Paper towels benefit from the perception of being more hygienic
The ageing population drives ongoing growth for AFH hygiene

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DISCLAIMER

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