



# Away-From-Home Tissue and Hygiene in the US

February 2024

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## Away-From-Home Tissue and Hygiene in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stringent enforcement of back-to-office policies leads to a positive performance for away-from-home (AFH) tissue market  
Consumers' travel habits continue to boost away-from-home (AFH) tissue sales through on-trade channels  
Higher costs and smaller margins elevate away-from-home products' prices and create a challenging operational landscape

#### PROSPECTS AND OPPORTUNITIES

Away-from-home distribution may expand brand penetration and increase consumer awareness  
AFH adult incontinence to be influenced by various factors related to demographic changes, impacting performance over the forecast period  
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