



# Away-From-Home Tissue and Hygiene in India

May 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

AFH hygiene witnesses strong growth in 2023

Demand for AFH tissue experiences robust growth as domestic travel and out-of-home activities rise

AFH napkins and AFH toilet paper remain the key contributors to sales

#### PROSPECTS AND OPPORTUNITIES

AFH tissue will continue to benefit from increased hygiene awareness and the return to pre-pandemic lifestyles

Low price and quality to remain the most important considerations for AFH tissue and hygiene

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