



# Away-From-Home Tissue and Hygiene in Mexico

April 2024

Table of Contents

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

### KEY DATA FINDINGS

#### 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

Changes in lifestyle will keep driving sales, with increased expenditure on leisure and an ageing population  
Innovation and sustainability will remain in the background  
There is some uncertainty as Mexico faces presidential elections

#### CATEGORY DATA

Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023  
Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023  
Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023  
Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023  
Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028  
Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

### MARKET INDICATORS

Table 8 - Birth Rates 2018-2023  
Table 9 - Infant Population 2018-2023  
Table 10 - Female Population by Age 2018-2023  
Table 11 - Total Population by Age 2018-2023  
Table 12 - Households 2018-2023  
Table 13 - Forecast Infant Population 2023-2028  
Table 14 - Forecast Female Population by Age 2023-2028  
Table 15 - Forecast Total Population by Age 2023-2028  
Table 16 - Forecast Households 2023-2028

### MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023  
Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023  
Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023  
Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023  
Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023  
Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023  
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028  
Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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