



Euromonitor
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Tissue and Hygiene in the US

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Tissue and Hygiene in the US

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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

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Away-from-home distribution may expand brand penetration and increase consumer awareness

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