

## **Away-From-Home Tissue and Hygiene in China**

Market Direction | 2023-03-07 | 20 pages | Euromonitor

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### **Report description:**

2022 was a mixed blessing for the development of away-from-home tissue in China. On the one hand, the outreach of tissue products such as boxed facial tissues and paper towels has been gradually penetrating locations such as restaurants, hotels, shopping centres and tourist attractions, as operators have strived to keep up with growing consumer awareness regarding personal hygiene. On the other hand, the sporadic yet frequent outbreaks of COVID-19 cases across nearly all parts of China in 2022 s...

Euromonitor International's Away-from-Home Tissue and Hygiene in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Away-from-Home Hygiene, Away-from-Home Tissue.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Away-from-Home Tissue and Hygiene market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2023

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