

Away-From-Home Tissue and Hygiene in Saudi Arabia

Market Direction | 2023-03-07 | 21 pages | Euromonitor

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Report description:

Away-from-home tissue and hygiene demonstrated healthy growth in both volume and current value terms in 2022. Sales benefitted from the easing of the country's remaining COVID-19 restrictions, with saw an increase in footfall in horeca outlets, as well as the return of consumers to their physical offices. The country also scrapped all COVID-19 related travel restrictions, with visitors no longer required to provide proof of vaccination upon entering the kingdom. Significantly, the year also saw...

Euromonitor International's Away-from-Home Tissue and Hygiene in Saudi Arabia 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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AFH industry sees healthy growth, following lifting of COVID restrictions

AFH paper towels continue to dominate sales

Fine leads AFH tissue sales, having received a boost from FIFA World Cup collaboration

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Stable growth expected

Sales to be boosted by increase international and domestic tourism, as outlined in the country's Vision 2030 plan

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