

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

Market Direction | 2024-03-05 | 22 pages | Euromonitor

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### **Report description:**

Away-from-home (AFH) tissue and hygiene in France saw positive volume growth for AFH adult incontinence while all other category members declined in 2023. In terms of current value sales, growth was robust throughout. AFH adult incontinence is supported by France's ageing population. Retirement homes are becoming more populous, helping to sustain sales. Value growth in AFH incontinence was pushed by price rises, which were more significant in the AFH segment than in retail for overall tissue and...

Euromonitor International's Away-from-Home Tissue and Hygiene in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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Horeca sales help but fail to offset decline in demand

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