

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

Market Direction | 2024-03-07 | 20 pages | Euromonitor

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### **Report description:**

In 2023, away-from-home tissue and hygiene recorded an uplift in value sales, while volume sales were challenged by rising prices. Horeca operators faced reduced profit margins in 2023; the result of price hikes in operating costs due to a rising in prices for energy, food, and salaries. Operators became more conservative in spending on tissue supplies to save costs. Given the price increases in msp AFH tissue, operators were increasingly trading down. However, tissue products are often associat...

Euromonitor International's Away-from-Home Tissue and Hygiene in Greece 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 reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2024

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