

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

Market Direction | 2024-04-24 | 24 pages | Euromonitor

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### **Report description:**

Away-from-home (AFH) tissue and hygiene endured significant sales fluctuations in recent years, mirroring the economic and social challenges facing the nation. The onset of the pandemic dealt a severe blow to the category as businesses shuttered and consumer activity shrank. However, as Brazil gradually emerged from the crisis, AFH tissue and hygiene regained momentum, experiencing a notable resurgence of volume and current value growth in 2023.

Euromonitor International's Away-from-Home Tissue and Hygiene in Brazil 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

April 2024

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