

Away-From-Home Tissue and Hygiene in India

Market Direction | 2024-05-07 | 21 pages | Euromonitor

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Report description:

Away-from-home (AFH) tissue and hygiene maintained a second year of double-digit current value growth in India in 2023. AFH hygiene, which consists only of AFH incontinence products, saw the strongest increase. With the growing prevalence of lifestyle-related disorders that lead to the need for adult incontinence amongst Indian consumers, sales of AFH incontinence products to hospitals and care facilities steadily increased. In contrast to other nations, India has relatively limited penetration...

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

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AFH hygiene witnesses strong growth in 2023

Demand for AFH tissue experiences robust growth as domestic travel and out-of-home activities rise

AFH napkins and AFH toilet paper remain the key contributors to sales

PROSPECTS AND OPPORTUNITIES

AFH tissue will continue to benefit from increased hygiene awareness and the return to pre-pandemic lifestyles

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