

# Away-From-Home Tissue and Hygiene in Pakistan

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## Abstracts

Away-from-home (AFH) tissue witnessed a slump in volume sales in 2020, as the Coronavirus (COVID-19) pandemic led to remote working and the closure of public institutions and horeca during the year. While AFH tissue rebounded strongly in 2021 and 2022, as the threat of COVID-19 and related restrictions eased and lifted, volume sales remained below the 2019 pre-pandemic level at the end of the review period. Volume sales were also supported by rising urbanisation and the Westernisation and genera...

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

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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