

Away-From-Home Tissue and Hygiene in the US

<https://marketpublishers.com/r/A1010A40C46EN.html>

Date: February 2024

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: A1010A40C46EN

Abstracts

The US away-from-home (AFH) tissue segment continued to post strong positive value and volume growth in 2023, assisted by companies' implementation of increasingly rigid back-to-office policies. While some in-office mandates still consider the hybrid model as tried-and-true, such as Amazon and Meta's three day in-office requirements, other companies, such as BlackRock and Goldman Sachs, are expecting their employees to return to the office for four to five days a week. Such practices contributed...

Euromonitor International's Away-from-Home Tissue and Hygiene in USA 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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Stringent enforcement of back-to-office policies leads to a positive performance for away-from-home (AFH) tissue market

Consumers' travel habits continue to boost away-from-home (AFH) tissue sales through on-trade channels

Higher costs and smaller margins elevate away-from-home products' prices and create a challenging operational landscape

PROSPECTS AND OPPORTUNITIES

Away-from-home distribution may expand brand penetration and increase consumer awareness

AFH adult incontinence to be influenced by various factors related to demographic changes, impacting performance over the forecast period

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