

Away-From-Home Tissue and Hygiene in Saudi Arabia

March 2024

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Away-From-Home Tissue and Hygiene in Saudi Arabia - Category analysis

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2023 DEVELOPMENTS

Positive economic, social and cultural factors spur development and growth in AFH tissue
AFH tissue and hygiene focuses on sustainable initiatives in accordance with Saudi Arabia's Vision 2030
Segmentation and other key trends remain robust

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Strong development opportunities lie ahead
Horeca is well placed to remain the strongest AFH channel
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DISCLAIMER

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