



# Away-From-Home Tissue and Hygiene in Indonesia

February 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growth in tourism and horeca supports category sales in 2023  
AFH adult incontinence drives overall expansion  
AFH toilet paper continues to dominate

### PROSPECTS AND OPPORTUNITIES

The future looks bright as positive trends will continue to push sales  
Further expansion in horeca and business/industry will benefit category sales  
Impact of rising prices to force players to adapt

### CATEGORY DATA

Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023  
Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023  
Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023  
Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023  
Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028  
Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

### MARKET INDICATORS

Table 8 - Birth Rates 2018-2023  
Table 9 - Infant Population 2018-2023  
Table 10 - Female Population by Age 2018-2023  
Table 11 - Total Population by Age 2018-2023  
Table 12 - Households 2018-2023  
Table 13 - Forecast Infant Population 2023-2028  
Table 14 - Forecast Female Population by Age 2023-2028  
Table 15 - Forecast Total Population by Age 2023-2028  
Table 16 - Forecast Households 2023-2028

### MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023  
Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023  
Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023  
Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023  
Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023  
Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023  
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028  
Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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