

Away-From-Home Tissue and Hygiene in Sweden

March 2024

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Away-From-Home Tissue and Hygiene in Sweden - Category analysis

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2023 DEVELOPMENTS

Higher unit prices seen given the ongoing inflationary context

Rebound for away from home tissue and hygiene as consumer priorities shift from the home to away-from-home Hygiene focus maintained in the aftermath of the pandemic

PROSPECTS AND OPPORTUNITIES

Uncertain outlook as inflation reduces consumer spending in AFH outlets

Basic need to socialise provides a boost to slowing sales of AFH tissue and hygiene over the forecast period Use of technology expands over the forecast period through digitalisation

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