



# Away-From-Home Tissue and Hygiene in Bulgaria

March 2024

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## Away-From-Home Tissue and Hygiene in Bulgaria - Category analysis

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#### 2023 DEVELOPMENTS

AFH tissue and hygiene is still to recover to pre-pandemic levels

Companies look to cut down on AFH tissue and hygiene costs even though hygiene requirements are higher

AFH toilet paper is still to return to pre-pandemic levels

#### PROSPECTS AND OPPORTUNITIES

AFH tissue is to witness period of positive growth

Service and shared working spaces to generate sales in AFH tissue and hygiene

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