

# Away-From-Home Tissue and Hygiene in the Czech Republic

March 2024

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## Away-From-Home Tissue and Hygiene in the Czech Republic - Category analysis

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#### 2023 DEVELOPMENTS

Away-from-home tissue records positive sales development as local consumers return to pre-pandemic levels of activity

Eco-friendly trends extend to away-from-home products, but fewer products are available

Key players continue to lead the category in 2023, while some launch eco-friendly variants

#### PROSPECTS AND OPPORTUNITIES

Stable growth over the forecast period thanks to the ongoing resumption in society after COVID-19

Away-from-home hygiene benefits from the ageing population over the forecast period

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