



Away-From-Home Tissue and Hygiene in Vietnam

March 2024

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

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2023 DEVELOPMENTS

Away-from-home sales benefiting from the growth and development of tourism in Vietnam
Improvement in public health amenities boosts sales of AFH hygiene
Local brands face stronger competition from larger players as consumers become more discerning

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

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