



Away-From-Home Tissue and Hygiene in Kazakhstan

April 2026

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Restaurants and Cafés Boost Demand by Embracing Eco-Conscious Hygiene

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends Away-from-Home

INDUSTRY PERFORMANCE

Restaurants and Cafés Boost Demand by Embracing Eco-Conscious Hygiene

Hotels and Restaurants Prioritise Softer, Sustainable Tissue to Elevate Guest Experience

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Restaurants and Hotels Set to Adopt Refillable Dispensers to Cut Waste

Hotels and Healthcare Providers Expected to Demand Hypoallergenic and Certified Hygiene

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

CHANNELS

Hospitality Operators Expand Tissue Sales as Restaurant Boom Drives Demand

Chart 6 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Away-from-Home

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Away-from-Home

Chart 11 - Population 2020-2030

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EXECUTIVE SUMMARY

Brands Push Affordable Innovation as Price Sensitivity Rises

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

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INDUSTRY PERFORMANCE

Brands Push Affordable Innovation as Price Sensitivity Rises

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Chart 16 - Huggies Focuses on Convenience

Consumer Demands for Affordable Sustainability Set New Standards

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

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Ageing Population and Niche Launches Set to Accelerate Adult Incontinence Growth

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Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

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CHANNELS

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Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Tissue and Hygiene

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

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Chart 29 - Population 2020-2030

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