



# Away-From-Home Tissue and Hygiene in Guatemala

March 2025

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Healthy value growth in away-from-home tissue, boosted by increasing tourism

Value growth for AFH adult incontinence, though value sales still low

Limited innovation, as players focus on profit margins

### PROSPECTS AND OPPORTUNITIES

Continuing healthy growth for away-from-home tissue over forecast period

Kimberly-Clark commits to Guatemala

Degree of premiumisation over forecast period

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## Tissue and Hygiene in Guatemala - Industry Overview

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